

LOCAL BUILT

DISPLAY FIXTURES

WITH
DOUGLAS
FIR
PLYWOOD



DOUGLAS FIR PLYWOOD ASSOCIATION

TACOMA BUILDING

TACOMA, WASHINGTON

THE purpose of this book is to provide suggestions for modern retail display fixtures which you can have made locally to meet your own store requirements. It is number three of a series of instructive booklets produced by the author, A. E. Hurst, for the *Douglas Fir Plywood Association*, and is the result of some skilfully handled emergency problems.

The first booklet of 16 pages, produced in 1940, entitled "How Your Store Can Use DOUGLAS FIR PLYWOOD," was of a general, instructive character, showing how leading retail stores use *Douglas Fir Plywood* in their routine merchandise promotions.

The second of these instructive booklets, entitled, "DISPLAY SIGNS WITH DOUGLAS FIR PLYWOOD," also 16 pages, was copyrighted in 1941.

This booklet, produced in 1944, is third in the series. It contains 20 pages of practical display fixture suggestions which forcefully confirm the statement that *plywood* is the wood of many uses and, therefore, in any emergency, can be expected to come first in the retailer's mind.

Regardless of the limited amount of merchandise available and ceiling price schedules on many lines of merchandise, most retail department stores have shown profitable gains in volume of business during the war period. There is, therefore, a huge pent up demand for new display fixtures. With the lifting of the severe restrictions on the use of *Douglas Fir Plywood*, local-built *plywood* display fixtures can help solve many a postwar display problem promptly and professionally.

A Result of War Conditions

A noticeable, recent development in retail display is the increased use of low backs—fixtures and screens—in show windows, which give a view of the interior from the street and permit more daylight in the store. Backless windows are not entirely postwar planning, but war conditions and merchandise have encouraged a greater use of unobstructed interior views.

Many of the big stores and chain stores are designing this type of store now, with the idea of improvement in the early future. Look for new window effects and unobstructed interior views provided with *Douglas Fir Plywood*, fluorescent lighting, block letters of plastic, which can be lighted inside, shadow boxes against plate show window glass, and unusual effects in streamlined displays and artistic interchangeable arrangements. More comment of an instructive character will be made about these popular new developments as we progress with our instructive drawings.

Plywood Finishes

The methods of finishing the various *plywood* fixture suggestions in this



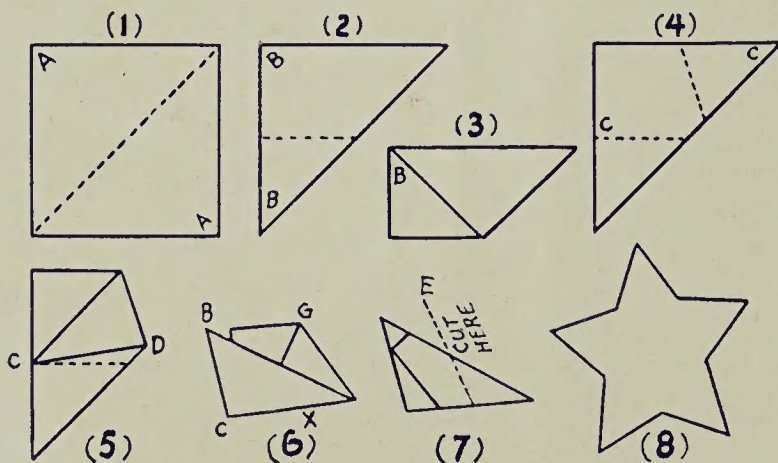
Display Use of the Flag

The following, which is reprinted by permission of Prentice-Hall, Inc., New York, is from A. E. Hurst's book, "Displaying Merchandise for Profit."

"In the use of the United States Flag, or representation thereof, in advertising or merchandising, it will be well for the display manager to follow the old advice: 'Be sure you're right, then go ahead.' An investigation of law indicates that 37 states prohibit the use of the Flag for advertising purposes in connection with merchandise, or its emplacement upon merchandise for decorative purposes.

"The Flag should always be flown from a staff or a mast, and should not be fastened to the side of a building or platform. The Flag should not be draped around pillars. When hung as a banner on a rope, the Union, or field, should fly to the north or east.

"The Flag should never be used as a cover over a table, desk, or box, or where anything can be placed upon it."



Making a Five-Pointed Star

Stars in silver, gold, and red, are used a great deal for patriotic window displays, and in the following we show you how you can quickly make them.

Use a perfectly square sheet of paper. A, as in Fig. 1, is folded over to A.

B is folded to B (Fig. 2). Fig. 3 shows the second fold complete. Be is then unfolded as in Fig. 2, and C is brought down to C (Figs. 4 and 5).

B is then folded up on the edge of C, D (Figs. 5 and 6).

In Fig. 6, G is folded down to C at X. The folding complete is shown in Fig. 7. Thus folded, the paper is cut through along the dotted line, E. Fig. 8 shows the unfolded result.

book are left largely to the judgment of the individual store, and naturally will be governed by the kind and character of business. Comments will be made under the descriptions of the various units which will aid in the finishing of individual fixtures.

If selected for grain, the natural beauty of the *plywood* itself may be brought out with a light stain. Oil paint, in a semi-gloss or dull finish is used when an opaque effect is desired. Cold-water paint may be used effectively, but care is required to avoid grain-raising, and good practice dictates that panels should be resin-sealed before applying water paints. A rich type of covering is velour or plush. Inexpensive cloth, such as burlap, denim, or lining, may also be used as a covering. Ornamental papers, in imitation leather, such as fabricoid, will answer many a purpose; also, carpet and linoleums are suitable in some cases. The use of *Douglas Fir Plywood* encourages the ingenuity of the display man by taking almost limitless kinds of finishes.

End Treatments

Opaque paint, carefully applied, is an inexpensive method of end treatment, in finishing the *plywood* edges. For this purpose, with unusual effect, the display man of a store in Salem, Oregon, went to his book binder and secured strips of discontinued cover stock paper, cut these into $\frac{3}{4}$ " strips and glued them to the edges with hot bookbinding glue. Some very striking effects may thus be obtained—as an illustration, a heart fixture like that described in Fig. 60, finished in a harmonizing red paper with a natural grain finish background. A Christmas tree of the same order may have edges finished in beautiful, contrasting Christmas green. The possibilities for end treatment are many and varied.

Proportions and Sizes

The sizes of the various display units will depend on the size of the display space available, and herein *Douglas Fir Plywood* is readily adaptable. A little experimenting is well worth the time and effort necessary to determine the right size. The best experimenting can be done by cutting corrugated board into various lengths and shapes and selecting the ones that in your judgment offer the best display and artistic advantages. Only by such a method can you be sure of your measurements providing the best display possibilities.

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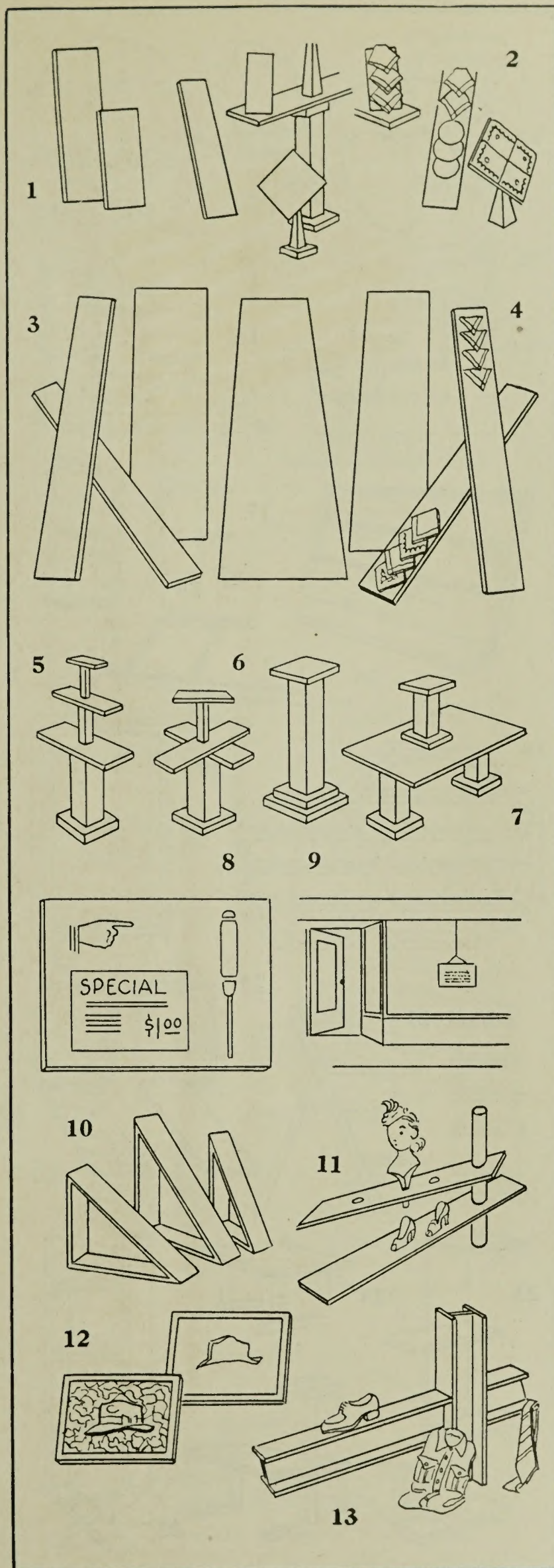
Featured on these pages are well over a hundred definite display ideas made of *Douglas Fir Plywood*, carefully illustrated to show construction details. These units range from simple display panels to entire departmental display shops, including the handy *Douglas Fir Plywood* Interchangeable Display Blocks and Background Panels for windows and interior use. Comments are keyed to each figure, and a casual study will reveal the ease with which each piece can be locally constructed. The *Douglas Fir Plywood* may be purchased from your lumber dealer, and dimensions of each unit can be determined by your specific requirements. All of the sketches shown have been made from units actually used. Every suggestion has been proved as a part of successful merchandise display, and this presentation of them will lead to many original fixture ideas which you may develop for your own use.

Display Boards

Display boards of this character (Figs. 1, 2, 3 and 4) are used from coast to coast by many types of stores for showings of self-contained merchandise. The wider boards are extensively used for folded men's and women's garments such as skirts, dresses, blouses, sweaters, shirts, etc. These articles may be pinned directly to the *plywood* board. A general practice for using common pins is to run the point of the pin through the hairs of the head, thus adding just enough oil to permit easier driving into the wood. Finishing the edges carefully will add much to the general appearance of *plywood* display boards.

Figs. 5, 6 and 7

Figs. 5, 6 and 7 show standard fixtures made entirely of *plywood* to secure graduated height in displays. Have them well built so that they may give years of future service. Make them adjustable to various display heights. Have a quantity built at one time, as they are useful in many departments for both interior and window displays.



Figs. 8 and 9

Figs. 8 and 9 suggest a novelty idea utilizing a *plywood* board about 22" x 28" in size, attached with cords, counter weights and pulleys to a door. This display is arranged so that every time the door is opened and closed an up and down movement is automatically introduced into the show window. Your customers furnish the power for this moving device. Many clever adaptations of this idea are possible.

Figs. 10 and 11

Figs. 10 and 11 are a continuation of the display board idea. Fig. 10 shows the degree of slant to display surfaces permanently established for balanced display trims. It is based on the proportions of each side of the triangle, 3:4:5. Fig. 11 shows display boards used on a dowel display base. Dowel pieces may also be used for attaching display units to the boards, as illustrated by the millinery head in Fig. 11.

Figs. 12 and 13

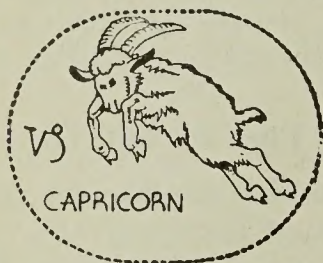
A novelty display idea for the individual featuring of a man's hat is illustrated in Fig. 12. A thin, unfinished *plywood* board is mounted in a picture frame with a silhouette hole cut so that an actual hat may be placed in this silhouette. Suitable, soft cloth, puffed with the aid of pins, completes the picture. A rich cloth material of pleasing color contrast is recommended.

Fig. 13 is built of heavy *plywood* painted gray to represent metal girders. Even rivets may be simulated by filing dowel plugs and gluing them into drilled holes. This fixture is especially suitable for a showing of either men's or women's work clothing, such as gloves, shirts, shoes, slacks, sweaters, and wind-breakers. The *plywood* fixture provides the working atmosphere for the display. Incidentally, for a display of work clothing, Peck's, Kansas City, Mo., built a self-service "Men at Work" Shop around two store columns on their men's floor. A "Women at Work" Shop is used by Meier & Frank, Portland, Oregon.

WITH DOUGLAS FIR PLYWOOD

Strength, Durability, Beauty

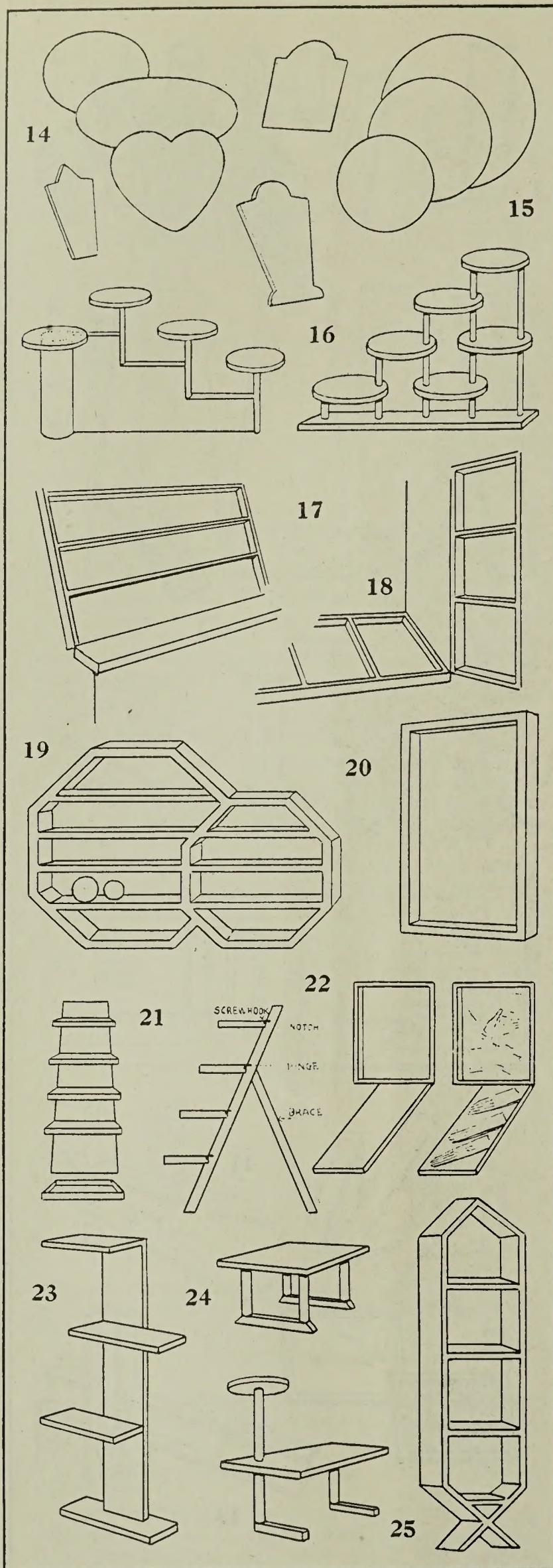
When considering fixtures for window and interior displays, there are three outstanding qualities of *Douglas Fir Plywood* which should be kept in mind. First, *Douglas Fir Plywood* is a manufactured lumber, constructed of thin sheets, or veneers, peeled from Douglas Fir logs. As the sheets are combined with crossing grain direction, *Douglas Fir Plywood* is split-proof and damage-resistant. It is light in weight and yet exceptionally strong. Because of the cross-grain construction, it may be cut and bent (see bending chart, page 7) for many unusual display designs. Second, as *Douglas Fir Plywood* will take almost any kind of finish, and may be re-finished many times in different color schemes, care in original, permanent construction pays large dividends in the form of many years of future service.



CAPRICORN

December 21 to January 20

- Dec. 21—Shortest day of the year.
First day of Winter.
- Dec. 25—Christmas Day.
- Dec. 28—1856—Woodrow Wilson,
28th President, born.
- Dec. 28—1846—Iowa, 29th State ad-
mitted to Union.
- Dec. 29—1845—Texas, 28th State
admitted to Union.
- Dec. 29—1808—Andrew Jackson
17th President, born.
- Jan. 1—New Years Day,
- Jan. 2—1942—Manila falls.
- Jan. 2—1788—Georgia, 4th State ad-
mitted to Union.
- Jan. 4—1896—Utah, 45th State ad-
mitted to Union.
- Jan. 6—1912—New Mexico, 47th
State admitted to Union.
- Jan. 7—1800—Millard Fillmore, 13th
President, born.
- Jan. 7—1789—First National Elec-
tion Day.
- Jan. 9—1788—Connecticut, 5th State
admitted to Union.
- Jan. 19—1807—Robert E. Lee born.
Robert E. Lee Day in Southern
States.



Third, the beautiful, skilfully matched, natural grain surface of *Douglas Fir Plywood*, when finished with any light stain, provides a soft, exceptionally pleasing color scheme of its own for displaying almost any type of merchandise.

The Display Calendar

The first installment of the patriotic display calendar starts on this page. To our knowledge this is the first patriotic calendar of its kind. It is divided by Zodiac signs rather than months, thus supplying additional interesting possibilities for retail promotions. You will note that this first division covers the period between December 21st and January 20th, inclusive, under the sign of "Capricorn." The historic dates will prove interesting for years in the future for linking your merchandise with patriotic events pertaining to local and climatic variations.

Figs. 14, 15 and 16

Display discs cut from *Douglas Fir Plywood*, as in Figs. 14, 15 and 16, are a part of the well balanced display equipment of many stores. They are especially good for low trims, and displays of small, self-contained merchandise. The most pleasing and satisfactory results may be obtained by using $\frac{3}{4}$ " plywood finished natural, with the edges covered. Try finishing the edges with wood plastic thinned to a working consistency lighter than putty. Paint in any desired color may be mixed with the plastic.

Fig. 16 illustrates two designs made up of round plywood discs. Fit the round leg and cross pieces into holes bored in the discs. Be sure to see that the legs fit snugly to support the discs, using plenty of furniture glue in the construction. The arrangement of the circles is clear from our sketches.

Figs. 17, 18 and 19

Recessed boxes in Figs. 17, 18 and 19, offer opportunities for displaying self-contained merchandise from chinaware to bottles and accessories of all types. These may be made of clear-

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grained *plywood*, finished in natural colors or painted and enameled. Fig. 18, placed on a 45-degree slant, is good for jumbled merchandise displays on counters and tables.

Fig. 19, in three graduated sizes, lined with rich blue velour, has been used by Stern Bros., New York, for featuring china in the window.

Figs. 20, 21 and 22

With Fig. 20, James McCreery & Co., New York, featured bed spreads and pillow casing, during a January White Sale. Red ribbon was used for contrasting color. Fig. 21 illustrates recessed boxes of *plywood* which may be used for a jumbled display of merchandise in the center aisles of the store for attracting store traffic. Fig. 22 was used by James McCreery & Co. in window displays, in six panels featuring ladies' gloves for six important New York Society events.

Figs. 23, 24 and 25

Fig. 23 is a fixture which may have adjustable shelves equipped with dowel pegs to fit holes in the back board. When rigidity is required it is good practice to nail two 1" x 2" strips back of the *plywood*, as stiffeners, and drill holes through both, so that the pegs will hold solidly.

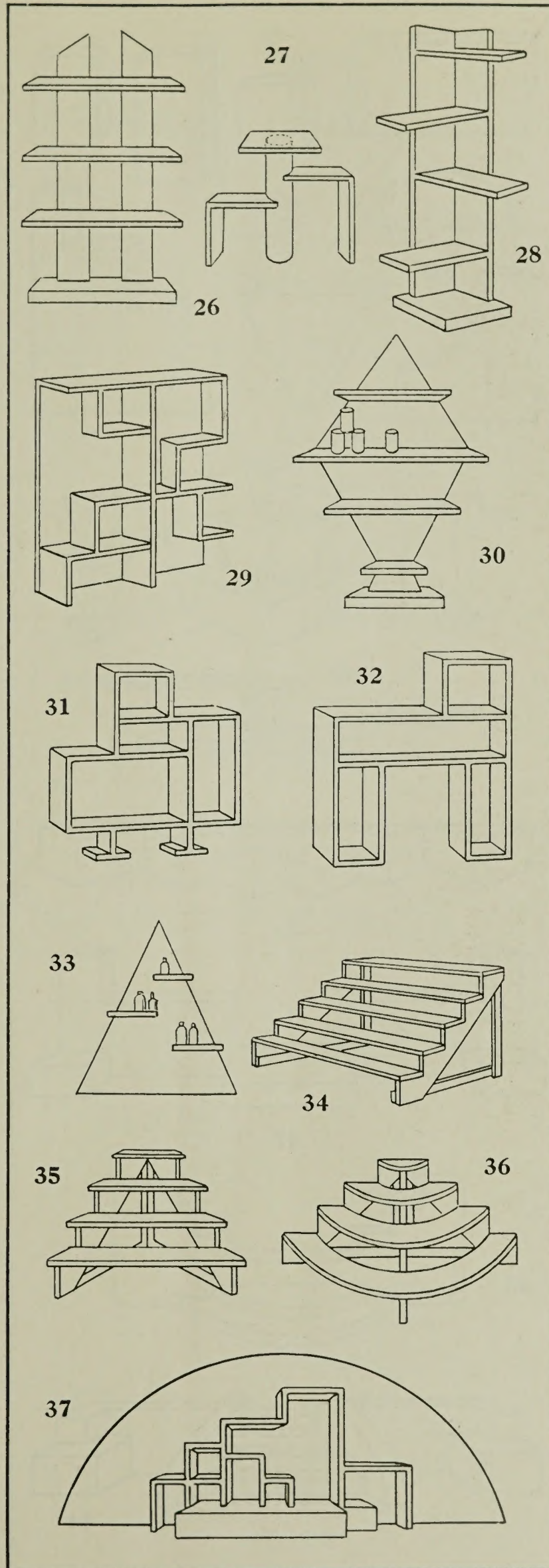
Dowel legs in combination with *plywood* pieces are used in Fig. 24, as illustrated, and Fig. 25 shows a unique display shelf made of heavy *plywood* which is accessible from either side.

Figs. 26, 27, 28 and 29

Figs. 26 and 27 further illustrate adjustable *plywood* shelving ideas. Figs. 28 and 29 show the beginning of a series of individual modern shelf designs suitable for displays of related merchandise, such as a showing of accessories, tablewares, etc.

Figs. 30, 31, 32 and 33

Note Figs. 30 and 33 for adjustable shelving against a *plywood* sheet, simple in design, yet providing a wonderful background for displays of small merchandise. $\frac{3}{4}$ " *plywood* in natural finish makes a good *plywood* panel for this purpose.



Step Arrangements

Step arrangements begin in Fig. 34 and continue to Fig. 37. Your store will have so many uses for fixtures of this character that as many as are practical for your business will prove a good investment for many years. They will not obstruct your interior views as you modernize the background design of your present window space.

Figs. 34, 35, 36 and 37

Figs. 34 and 35 are good step designs for side wall spaces and corner displays. The handling of them from the local-built angle, is clear from our sketches. They should be braced, of course, with strips of 1" x 2". Fig. 37 shows a modern combination of *plywood* panel background and streamlined shelves. The effectiveness will largely depend on your selection of a color scheme. The fixtures in natural finish with the background in blue will give a cold color backing with a warm color feature, suitable for a successful showing of practically any kind of merchandise.



AQUARIUS

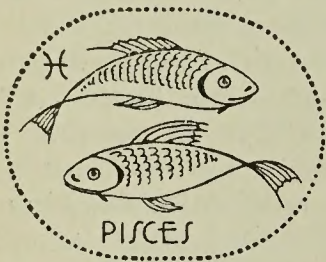
January 20 to February 19

- Jan. 20—1783—American Revolution ended.
- Jan. 26—1837—Michigan, 26th State admitted to Union.
- Jan. 29—1861—Kansas, 34th State admitted to Union.
- Jan. 29—1843—William McKinley, 25th President, born.
- Jan. 30—1882—Franklin D. Roosevelt, 32nd President, born.
- Feb. 7—1788—Massachusetts, 6th State admitted to Union.
- Feb. 8—1904—Russia-Japan war began.
- Feb. 9—1773—William Henry Harrison, 9th President, born.
- Feb. 9—1943—Guadalcanal Victory. Japanese acknowledge defeat.
- Feb. 12—1809—Abraham Lincoln, 16th President, born.
- Feb. 14—1912—Arizona, 48th State admitted to Union.
- Feb. 14—St. Valentine's Day.
- Feb. 14—1859—Oregon, 33rd State admitted to Union.
- Feb. 15—1898—Battleship Maine sunk. Havana.

WITH DOUGLAS FIR PLYWOOD

Display Blocks

Among the most handy display fixtures a store can possess are various sizes and shapes of display blocks. Such pieces lend themselves to numerous arrangements, which can be multiplied by types of refinishing, color design, and covering. Display blocks are introduced on this page, but a discussion of their construction is given later. To see actual photographic reproductions of modern design with display blocks which offer oppor-



PISCES

February 19 to March 21

Feb. 19—1803—Ohio, 17th State admitted to Union.

Feb. 22—1732—George Washington, 1st President, born.

Feb. 23—1942—First attack on United States mainland in World War II, when Japanese shell Pacific Coast from submarine.

Mar. 1—1867—Nebraska, 37th State admitted to Union.

Mar. 3—1845—Florida, 27th State admitted to Union.

Mar. 4—1791—Vermont, 14th State admitted to Union.

Mar. 15—1767—Andrew Jackson, 7th President, born.

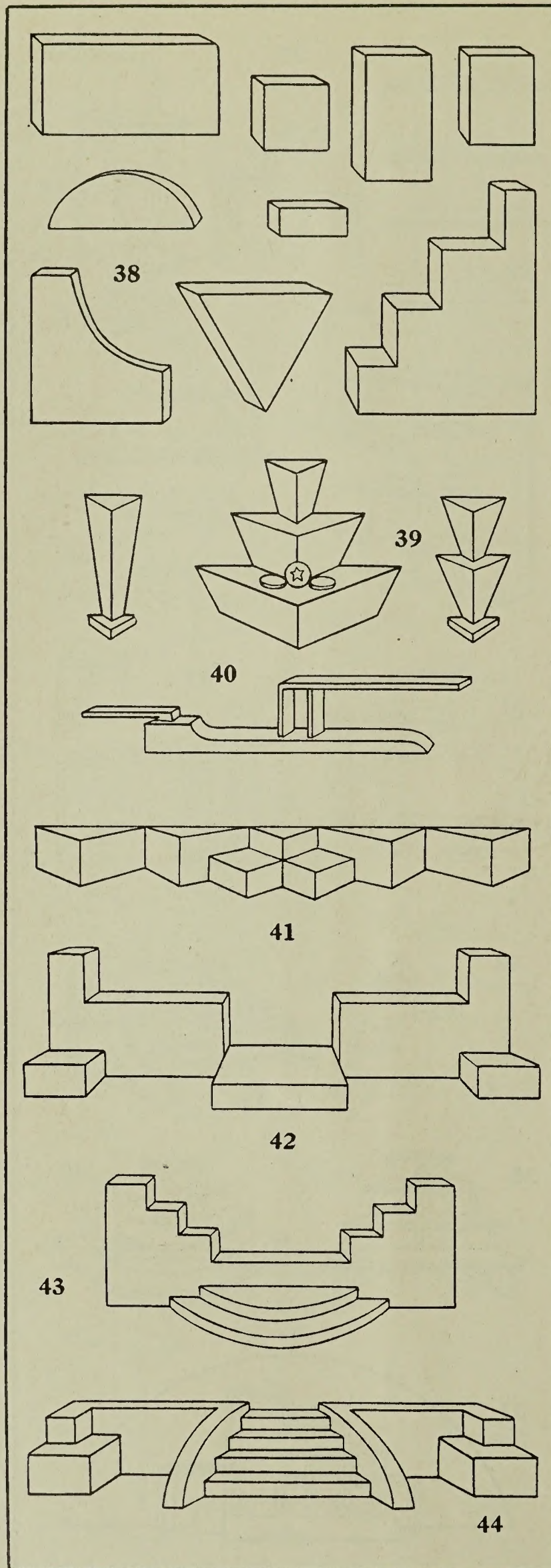
Mar. 15—1820—Maine, 23rd State admitted to Union.

Mar. 16—1751—James Madison, 4th President, born.

Mar. 16—1802—West Point Military Academy established.

Mar. 18—1837—Grover Cleveland, 24th President, born.

Feb. 23—1917—Anniversary of the founding of the Red Army (Russia.)



tunities for study, write for our 16-page booklet entitled, "How Your Store Can Use Douglas Fir Plywood."

Figs. 38, 39 and 40

Fig. 38 offers an assortment of shapes useful in any type of store. The modern design of the blocks will depend entirely on the treatment, color and the stripping finish of the individual pieces. These blocks are easily constructed of *Douglas Fir Plywood* and, with careful workmanship, will provide many years of service.

Fig. 39, shown, also, in photographic reproduction on page 3 of our previous book, mentioned above, is used by Lane Bryant, New York. Fig. 40 is a truly modern *plywood* fixture sketched by the noted international display master, G. A. Smith, President of Alvin Exhibits, New York. Compare with the lines of the ordinary display pieces.

Blocks and Steps

The block and step arrangement in Figs. 41, 42 and 43 will depend on the individual's ingenuity in securing that modern effect so desirable in displays at the present time. Study your available material and character of strips for securing a streamlined modern design, and especially "Color Contrast" discussed on page 13.

Fig. 44

Fig. 44, with its combination step and block arrangement, shows a splendid *plywood* construction for any type of retail display work. It is suitable for a showing of any line of self-contained merchandise, from folded garments to bottled goods and groceries. Past retail conditions have proved that crowded displays are not necessary for making sales through display.

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Shadow Boxes

For actual, reproduced photographs showing the display use of some of the shadow boxes sketched on this page, send to the *Douglas Fir Plywood Association* for our 16-page booklet, "How Your Store Can Use Douglas Fir Plywood." It contains photographic illustrations of the following Figs. 45, 46, 50, 51, 52 and 54.

Figs. 45, 46 and 47

Fig. 45 shows a broad, plain surface of *plywood* with the panel painted in beige, as used by the Kresge Modern Department Store, Newark. The background in the shadow box is rust and the border circle is dark brown. The wavy lines are cut from silver Christmas paper. Fig. 46 shows how the light box is constructed. Fig. 47 shows a shadow box idea for an interior showing of ladies' dresses.

Figs. 48, to 54, incl.

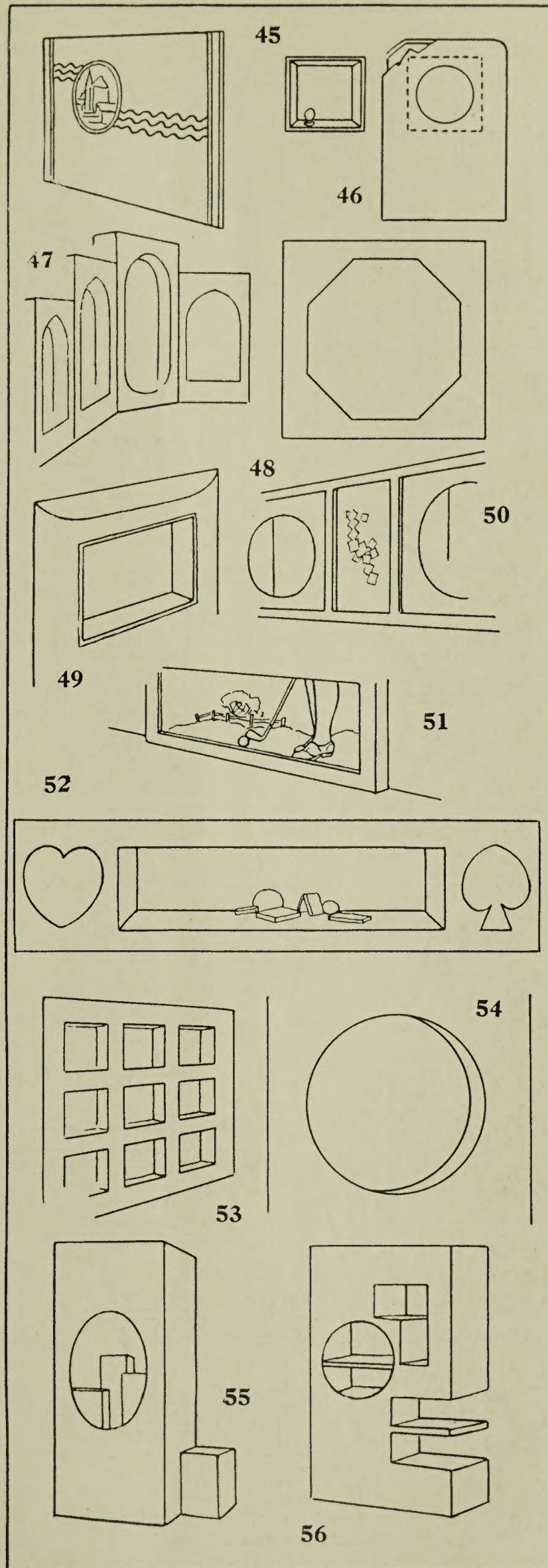
Figs. 48 to 54, inclusive, require no further description to tell the story for local-built workmanship. They all substantiate the statement that *plywood* is the logical material for shadow box construction. Fig. 53 was used by the Knight Shoe Co., Portland, Oregon, against the interior of the show window glass. The various sections show a progressive display of comfort in foot action made with the actual merchandise placed in the third dimension.

A Combination of Blocks and Shadow Boxes

Unique designs in combination blocks and shadow boxes are shown in Figs. 55 and 56. These designs are useful both for interior and show window use. They do not obstruct a clear view of the interior if used in a modern, open background, and plenty of opportunity is present for a good showing of self-contained merchandise.

Figs. 55 and 56

Review previous block and shadow box designs for a placement of lights in Figs. 55 and 56. $\frac{3}{4}$ " exterior-grade *plywood* is



suggested for a satisfactory construction job.

Bending Chart

The following table is a guide for bending *Douglas Fir Plywood*.

THICKNESS	MINIMUM RADIUS
$\frac{1}{4}$ " lengthwise	24"
$\frac{1}{4}$ " crosswise	15"
$\frac{3}{8}$ " lengthwise	54"
$\frac{3}{8}$ " crosswise	36"
$\frac{1}{2}$ " lengthwise	96"
$\frac{1}{2}$ " crosswise	72"
$\frac{5}{8}$ " lengthwise	120"
$\frac{5}{8}$ " crosswise	96"
$\frac{3}{4}$ " lengthwise	144"
$\frac{3}{4}$ " crosswise	120"



ARIES

March 21 to April 19

Mar. 21—1942—Gen. Douglas MacArthur arrived in Australia.

Mar. 21—First day of Spring.

Mar. 22—1941—Operation of Grand Coulee Dam began.

Mar. 23—1775—Patrick Henry's speech for the revolution.

Mar. 29—1790—John Tyler, 10th President, born.

Mar. 31—1854—Peary Treaty with Japan.

Easter. (First Sunday after the first full moon after March 21.)

Apr. 1—All Fools' Day.

Apr. 2—1792—Establishment of the U. S. Mint.

Apr. 4—1777—Adoption of the present American Flag.

Apr. 6—1941—Germany invades Yugoslavia.

April 6—1917—U. S. declared war on Germany.

Apr. 6—Army Day.

Apr. 9—1940—Germany invades Denmark.

Apr. 11—1861—Civil War began.

Apr. 13—1743—Thomas Jefferson, 3rd President, born.

Apr. 13—1941—Japan and Russia signed a five-year neutrality pact.

Apr. 14—1890—Pan-American Day.

Apr. 18—1942—American bombers attack Tokyo, Yokohama, Kobe and Nagoya.

Apr. 18—1775—Paul Revere's Ride.

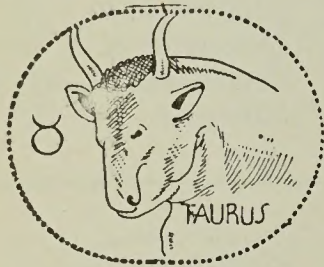
WITH DOUGLAS FIR PLYWOOD

Merchandising Drapes

For stores selling fabrics, blankets, quilts, and related lines, some adjustable drapery tops will be most welcome. In the accompanying, we show some modern designs and bases, all to be built of the ideal wood for the purpose, *Douglas Fir Plywood*.

Figs. 57, 58 and 59

The designs marked 57, 58 and



TAURUS

April 19 to May 20

Apr. 19—1775—Patriots' Day established.

Apr. 22—1898—War with Spain declared.

Apr. 23—1791—James Buchanan, 15th President, born.

Apr. 27—1758—James Monroe, 5th President, born.

Apr. 27—1822—Gen. U. S. Grant, 18th President, born.

Apr. 28—1788—Maryland, 7th State admitted to Union.

Apr. 30—1789—First President inaugurated.

Apr. 30—1812—Louisiana, 18th State admitted to Union.

Apr. 30—1900—Hawaii organized as a territory of U. S.

May—Mother's Day. (Second Sunday.)

May 1—1898—Battle of Manila Bay.

May 1—May Day.

May 1—Bolivia joins United Nations.

May.10—1940—Blitzkrieg strikes western Europe; Germany invades Low Countries.

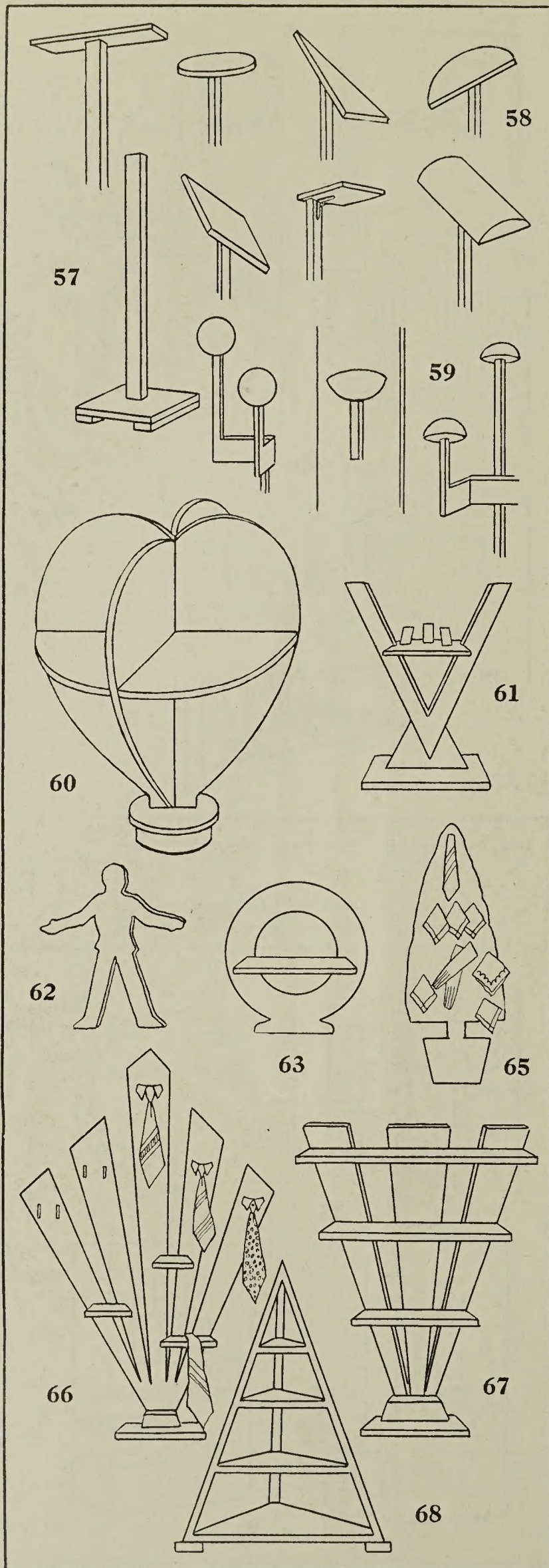
May 10—1943—Germans surrender in North Africa.

May.10—1942—Battle of the Coral Sea Victory.

May 11—1858—Minnesota, 32nd State admitted to Union.

May 14—Empire Day in Canada.

May 18—1899—Opening of Peace Conference at The Hague.



59 are all tops for drapery purposes. In the last two tops (Fig. 59), houseware wooden bowls are used in order to secure the draped effect. For Fig. 58, see bending chart instruction on page seven. As these tops should always be covered with merchandise when in use, it is not necessary to finish them with stain or paint.

Figs. 60 and 61

Numerous finished designs of Fig. 60 can be used here and there in the various departments of a big store. The *plywood* may be stained natural and the edges trimmed a warm red color. A Christmas tree built in similar design was finished with an edge of green to splendid display advantage. No. 61 shows a "V" design, the "V" to be finished in bright red, the remainder in natural finish.

Figs. 62, 63 and 65

Turn to pages 10 and 11, Fig. 84, for a suggestion for finishing the Ad Man cut-out, Fig. 62. This cut-out should be at least 5 ft. 6 inches in height. Fig. 63 shows a design similar to Fig. 61, except that the *plywood* display board is notched to fit a circle. Fig. 65 illustrates a modern designed Christmas tree entirely cut from *plywood* and finished in green body, brown trunk, and gay Christmas colors, preferably red and white being used on the box.

Figs. 66, 67 and 68

Fig. 66 is especially made for displaying new neckwear on narrow *plywood* panels. Fig. 67 will answer for displaying most self-contained articles, and Fig. 68 is especially appropriate for bottled merchandise, either liquors, wines, or drugs.

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Display Panels

Panels of *Douglas Fir Plywood* worked into screens have been in use for years. Be sure to use double-action hinges in the construction in order to get the most display use and variety in the placing of the designs.

Modern Streamlined Displays

Do you know a modern display design when you see one? If you do you are a born display artist. The following headings from Mr. Frank H. Young's excellent book, "Modern Advertising Art," published in 1930, give a brief summary of modernism which is still good:

"Modernism does not countenance the detailed perfection of realism."

"Modernism is simple and direct."

"Modernism is truthful and penetrating."

"Modernism is not limited by precedent."

"Modernism makes new and daring uses of the material with which it works."

Figs. 69, 70 and 71

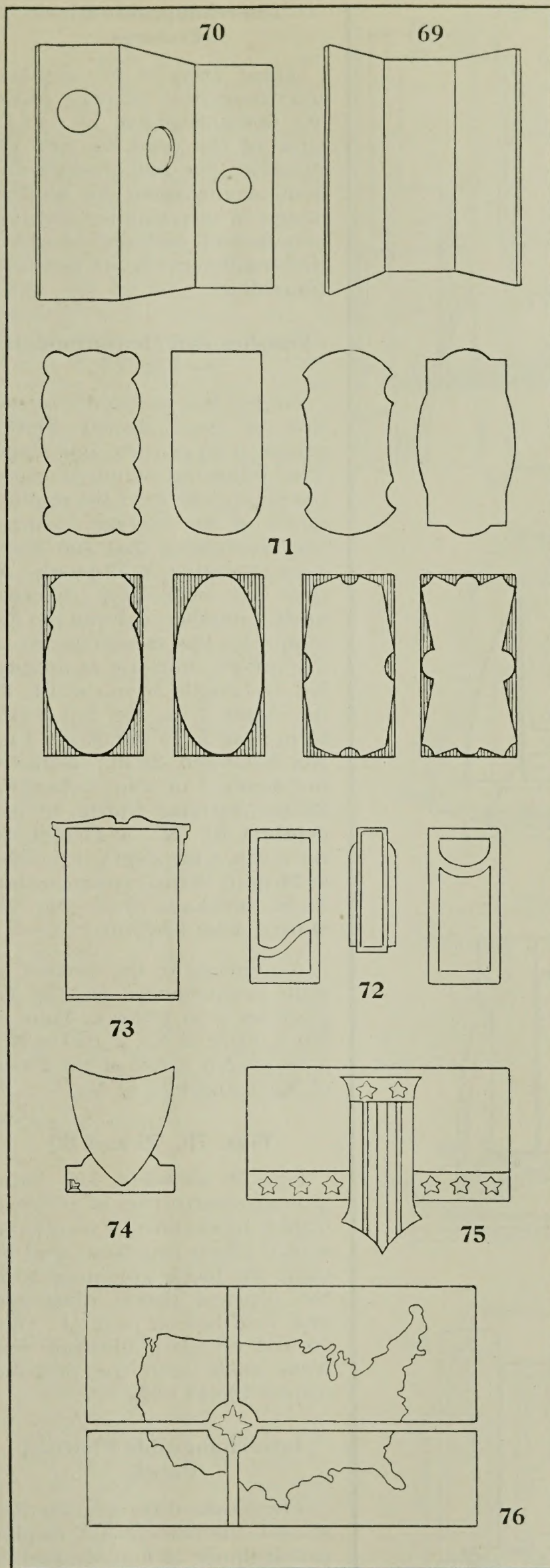
A plain, three-wing, *plywood* screen idea is sketched in Fig. 69. If the *plywood* is of soft, even grain, finished natural, a beautiful screen is the result. Be sure to finish the edges either in harmonizing or pleasingly contrasting colors. The construction of Figs. 70 and 71 are clear from the sketches and require no further comment.

Figs. 72 and 73

Figs. 72 and 73 further show a finishing of *plywood* panel designs, especially hand-painted ideas in streamlined effects.

Figs. 74, 75 and 76

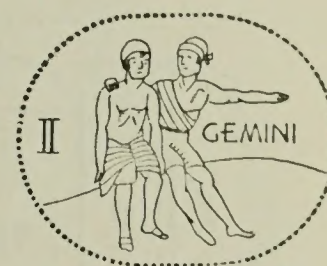
Fig. 74 illustrates an artistic, patriotic shield design, Fig. 75, a temporary *plywood* screen hanging, and Fig. 76, a background idea of *plywood* that offers many advantages for a patriotic setting made up of national or local statistics; used by Carson Pirie Scott & Co., Wholesale, Chicago.



Constructing an Open Front Window

A standard depth for department store windows is six feet. The height of the inside of the window ranges from five feet six inches to nine feet. The following table is the result of a survey made by the Advertising Research Foundation of thousands of show windows:

	Length	Height	Depth
Cigar Stores	6.8	6.4	2.9
Confectionery Stores	6.2	5.9	3.7
Drug Stores	6.5	5.3	2.8
Furniture Stores	9.1	7.4	7.5
Grocery Stores	6.7	6.4	3.3
Hardware Stores	6.4	6.5	4.5



GEMINI

May 20 to June 21

May 23—1788—South Carolina, 12th State admitted to Union.

May 28—1940—Belgium surrenders.

May 29—1848—Wisconsin, 30th State admitted to Union.

May 29—1790—Rhode Island, 13th State admitted to Union.

May 30—1943—Battle of Attu (Aleutian Islands) Victory.

May 30—Decoration Day (Memorial Day).

June—Father's Day. (Second Sunday.)

June 1—1792—Kentucky, 15th State admitted to Union.

June 1—1796—Tennessee, 16th State admitted to Union.

June 3—1942—Japanese bomb Dutch Harbor in Alaska twice.

June 4—1940—Dunkirk evacuation by mosquito fleet completed.

June 4—1944—Allies enter Rome.

June 6—1944—"D" Day. The Great Invasion begins.

June 10—1940—Italy joins Germany in war.

June 14—Flag Day.

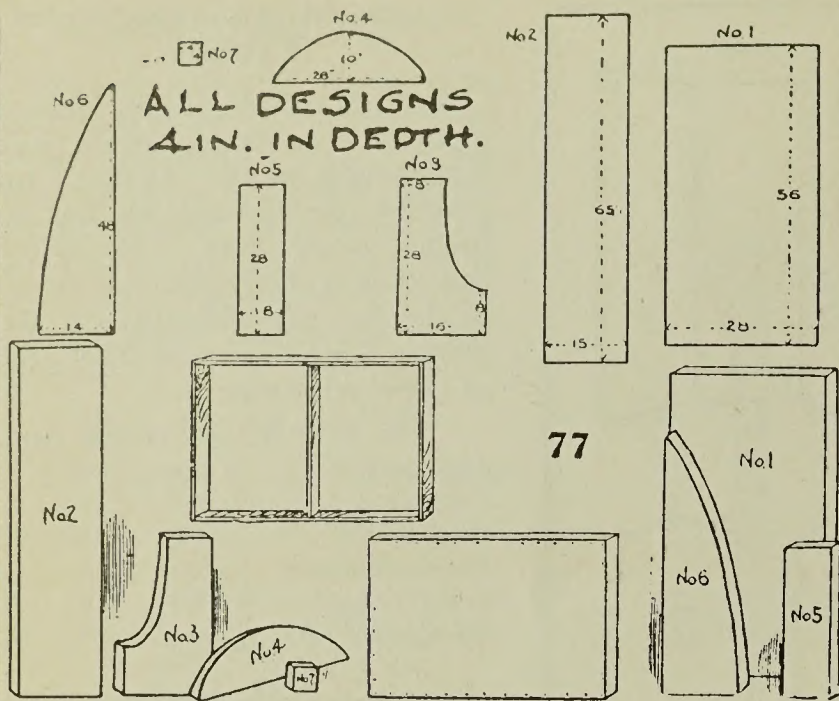
June 15—1836—Arkansas, 25th State admitted to Union.

June 17—1940—Russia enters Latvia and Estonia.

June 20—1863—West Virginia, 35th State admitted to Union.

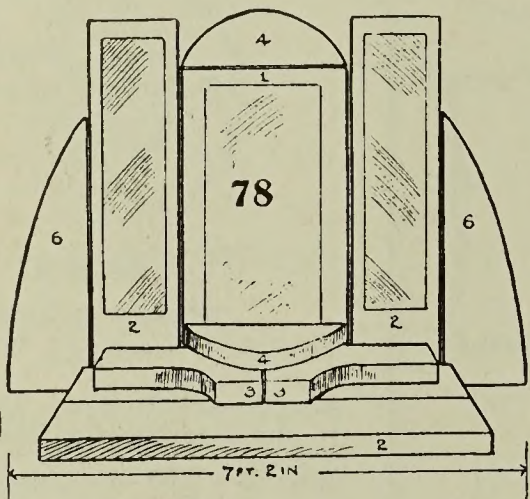
June 20—1872—Great Seal of the United States adopted.

WITH DOUGLAS FIR PLYWOOD

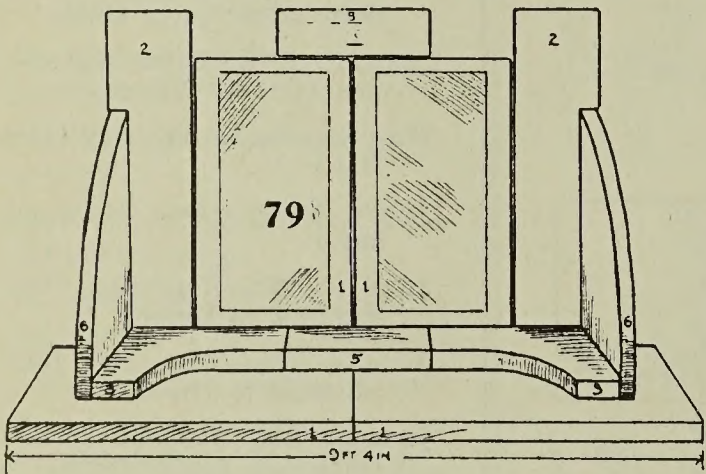


ALL DESIGNS
4 IN. IN DEPTH.

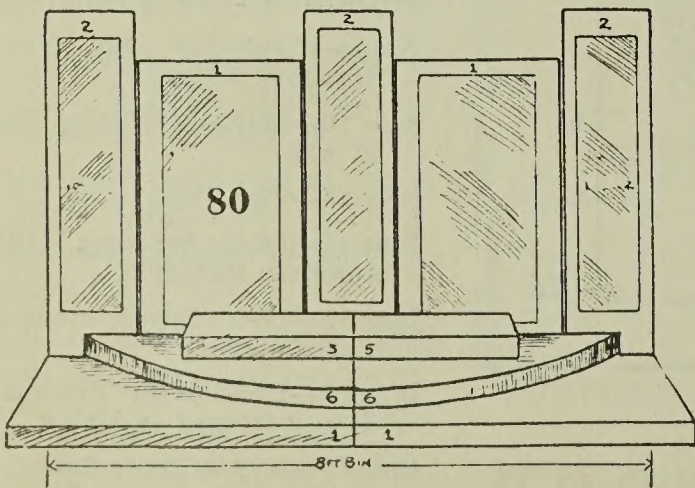
77



78



79



80

Interchangeable Block Fixtures

These *Douglas Fir Plywood* interchangeable display blocks are interchangeable in every sense of the word, as over 100 practical, low backgrounds and floor arrangements for modern design in merchandise showings may be had, each one being entirely different in its constructional lines.

Finishes and Measurements — Fig. 77

For finishes, sizes and construction of these display blocks, review pages two and three. The following standard measurements will meet the requirements of the average business. We recommend that you build a set consisting of 19 pieces. As there are only seven different units, a number of duplicates are required. The measurements of the various units are as follows: No. 1—Length, 56 in.; width, 28 in.; depth, 4 in. No. 2—Length, 65 in.; width, 15 in.; depth, 4 in. No. 3—Length, 28 in.; width, 16 in.; depth, 4 in. No. 4—Length, 28 in.; extreme width, 10 in.; depth, 4 in. No. 5—Height, 26 in.; width, 8 in.; depth, 4 in. No. 6—Height, 48 in.; extreme width, 14 in.; thickness, 4 in. No. 7—Square, 4 by 4 by 4 in.

A summary of the number of units recommended for the 19-piece set is as follows: Four of No. 1, three of No. 2, two of No. 3, two of No. 4, two of No. 5, two of No. 6 and four of No. 7.

Figs. 78, 79 and 80

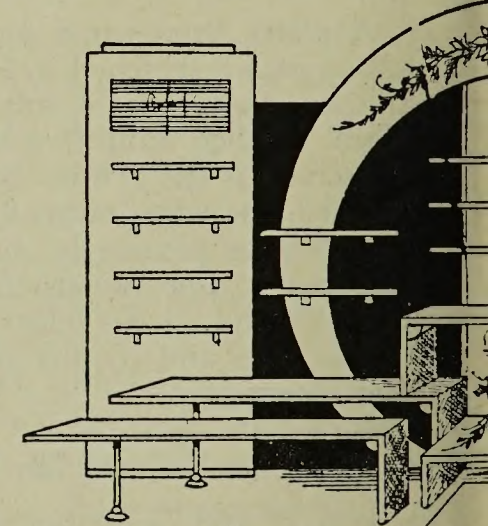
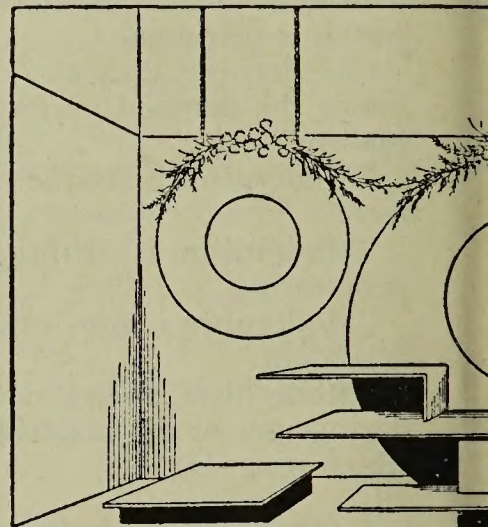
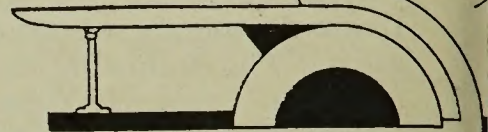
Fig. 78 shows a low background construction of *plywood* display blocks only. Exceptional artistic effects may be secured by using the blocks combined with the *plywood* panels illustrated and described on page 11. Figs. 79 and 80 again illustrate low trims made with the *plywood* display blocks only.

Interchangeable Plywood Panels

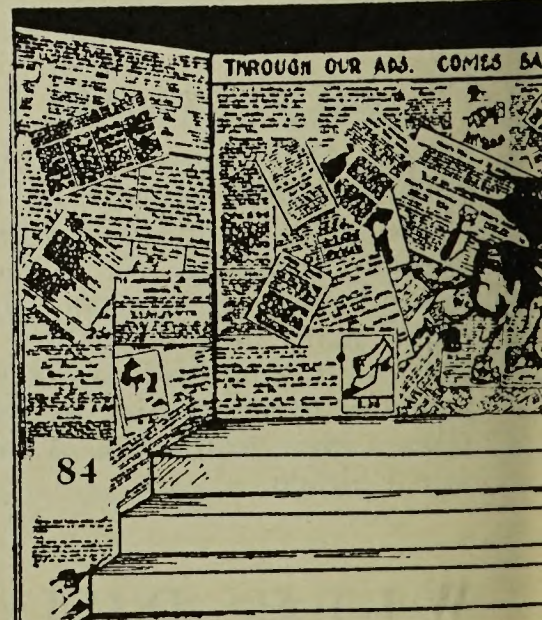
The standard *Douglas Fir Plywood* interchangeable display panels shown in Fig. 85, used in combination with display blocks, Fig. 77, will give you an ideal interchangeable *plywood* set for background and merchandise.

LOCAL-BUILT D WITH DOUGLA

81

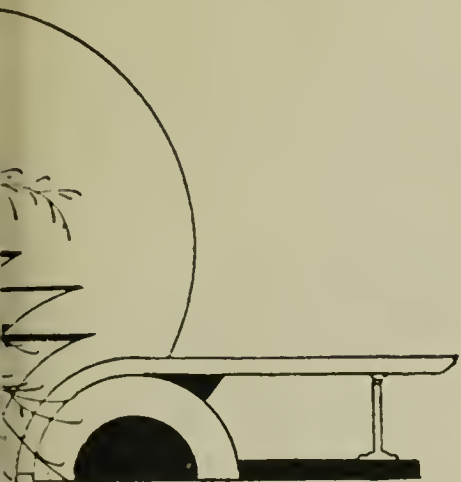


83

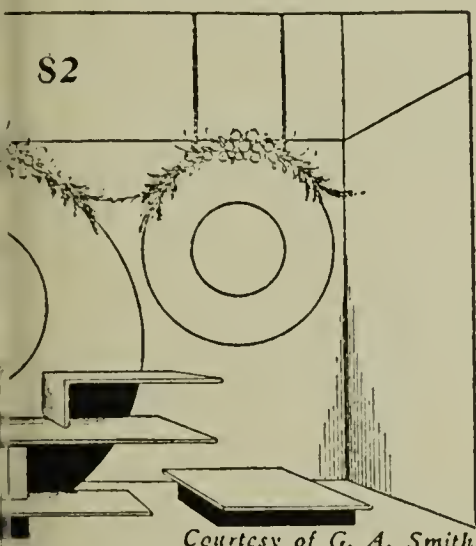


84

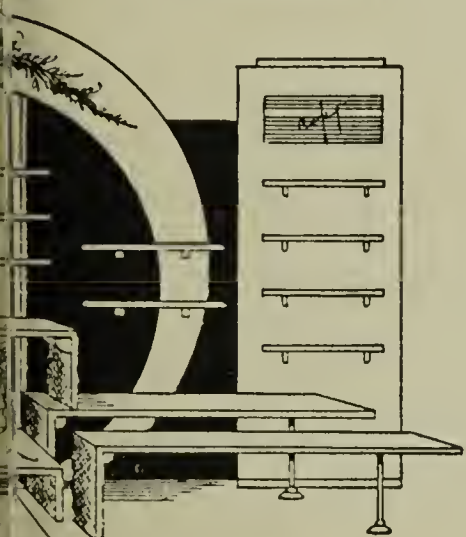
PLAY FIXTURES FIR PLYWOOD



Courtesy of G. A. Smith.



Courtesy of G. A. Smith.



Courtesy of G. A. Smith.



display. By arranging the background panels in open design, they will give that desired unobstructed vision of the interior of the store. The set of panels consists of two No. 3 units, three No. 6 units, two No. 4 units, two No. 5 units, and two No. 1 units; total, 11 units.

No. 6 should be 28 inches in width and as long as your windows will permit, at least 72 inches if it will take it. No. 5 should be the same length as No. 6. All units should be 4 inches in width, box formation. These measurements will insure you the best use of the display block and *plywood* background panel combination. The only difference between the blocks and the panels is the over-all size. The blocks are used largely for merchandise displays, the panels to supply backgrounds. Note that the panels may also be be used for direct merchandise display if the space is available.

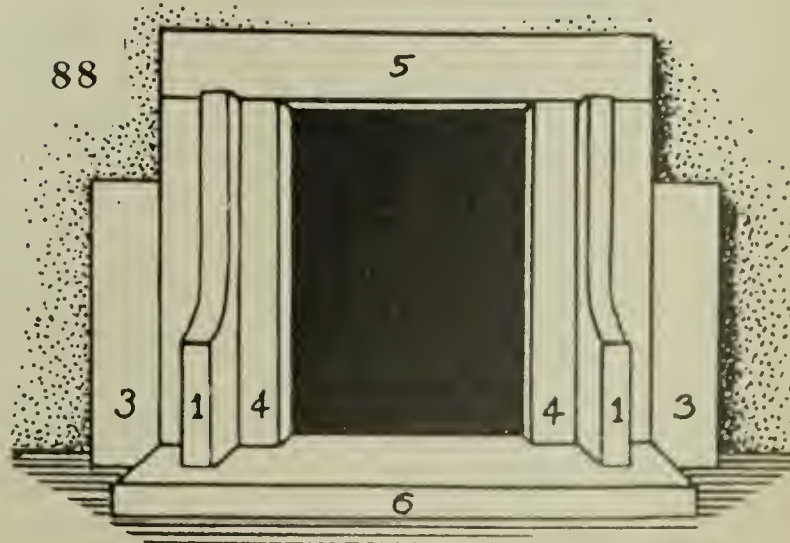
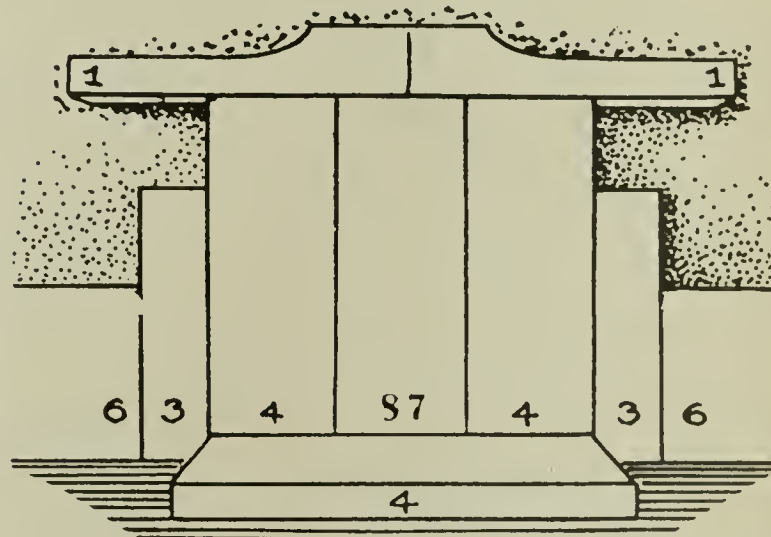
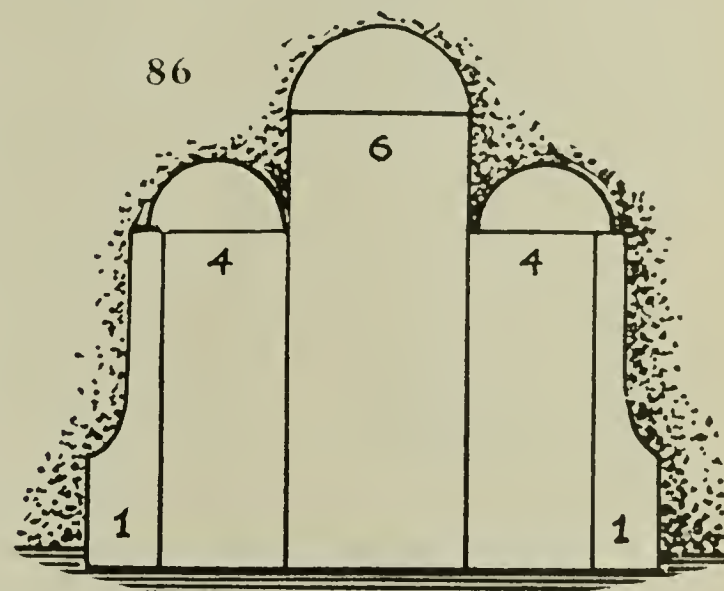
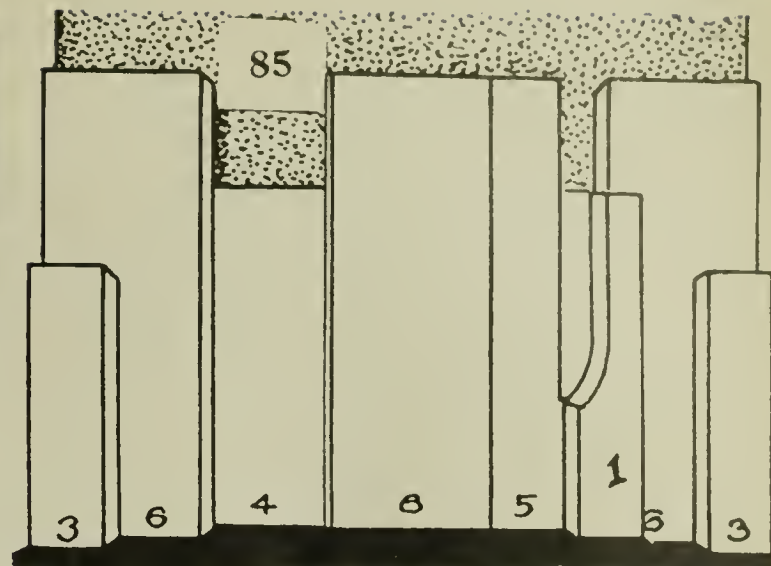
Figs. 81, 82 and 83

Modern design in both the background and merchandise display pieces is portrayed by the sketches, Figs. 81, 82 and 83, made by G. A. Smith, of Alvin Studios, New York. Note how the restrained use of artificial foliage in all three designs adds to the artistic effect. Modern design as shown in the merchandise floor pieces can be secured with *plywood* boards and dowel strips. The use of interchangeable shelves, as shown on the display panels in Fig. 83, is worthy of careful attention.

Fig. 84

Fig. 84 illustrates the built-in type of window. This suggestion shows an original window center piece for featuring toys or any class of holiday merchandise.

Here is an ultra-modern variation of this display idea: Use as a background the half-circle design in Fig. 37, page 5, and as a merchandise floor setting, the central steps in Fig. 44, page 6. As side panel pieces, use the right-hand design in Fig. 72, page 9. Use wooden relief letters like those in Fig. 97, page 12, across the face of the stairway announcing that "Through our ads comes Santa Claus for a Merry Christmas."

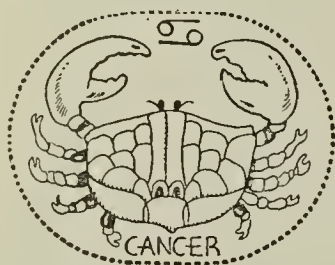


Display Panels and Shelves

A continuation of the *plywood* display panel and shelving idea is shown on this page. The suitability and flexibility of *plywood* for this purpose provides many advantages over other material.

Figs. 89, 90, 91 and 92

Figs. 89 and 91 show special bases for the *plywood* panels. These base-stand ideas will help in securing a decorative effect quickly. Figs. 90 and 92 show display shelves used in combination with unusual cut-out arrangements. Fig. 90 is a shadow box idea for fluorescent lights used at the sides of the *plywood* inside panels.



CANCER

June 21 to July 22

June 21—Longest Day of the year—Summer begins.

June 21—1788—New Hampshire, 9th State admitted to Union.

June 22—1940—German-French Armistice signed.

June 22—1941—Germany invades Russia.

June 25—1788—Virginia, 10th State admitted to Union.

June 28—1919—Peace Treaty signed at Versailles.

July 1—1863—Battle of Gettysburg.

July 1—Dominion Day in Canada.

July 1—1847—First U. S. postage stamp on sale.

July 3—1890—Idaho, 43rd State admitted to Union.

July 4—Independence Day.

July 4—1872—Calvin Coolidge, 30th President, born.

July 7—1937—Japan makes war on China.

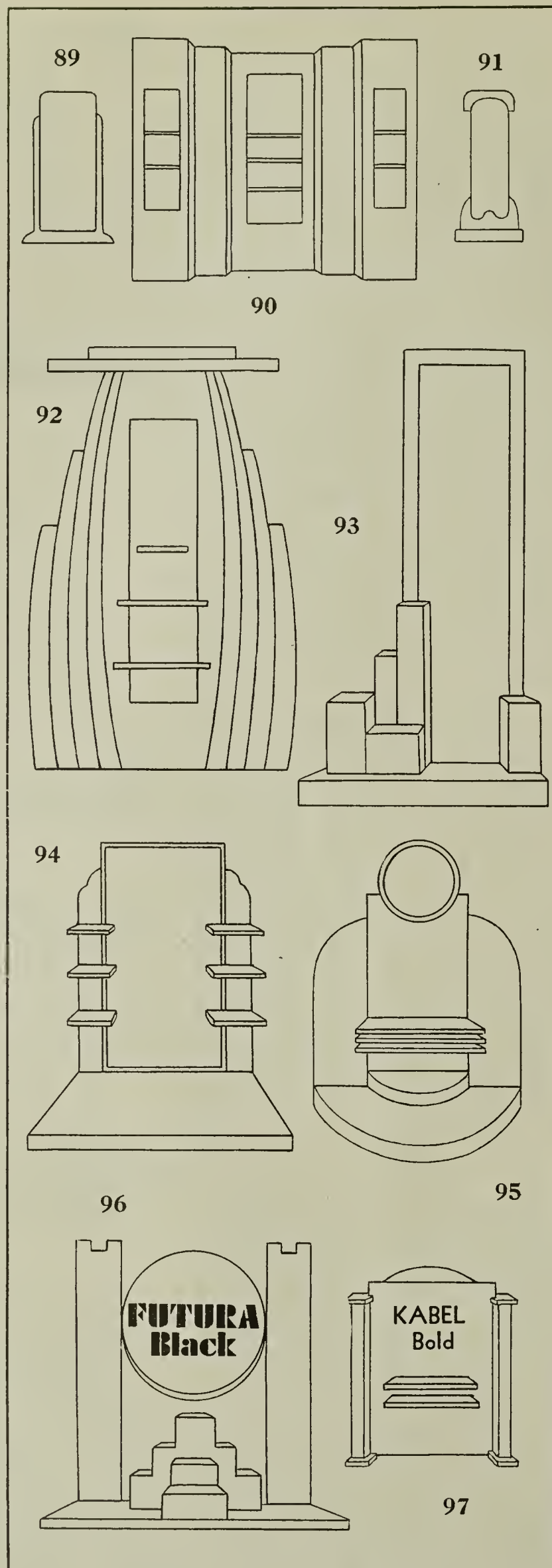
July 10—1943—Sicily invaded by United Nations.

July 10—1890—Wyoming, 44th State admitted to Union.

July 11—1767—John Quincy Adams, 6th President, born.

July 14—Bastille Day (France).

July 21—Belgian Independence Day. (Revolution of 1831.)



Figs. 93, 94, 95, 96 and 97

These narrower designs in panels may be used around or near store columns to aid in the departmental display of the merchandise and help in securing a streamlined, modern effect inside the store.

Relief Letters

The electrical machine known as the "Cutawl" is ideal for cutting unusual design from *plywood*, such as the panels used in Fig. 92 and the circles and half-circles used in Figs. 95, 96 and 97.

A complete set (or sets) of relief letters is recommended for use on *plywood* display panels and $\frac{3}{4}$ " exterior *plywood* is the ideal material for making them. These letters are temporarily glued directly to the *plywood* panels and good bold designs are best for display purposes. A merchandise caption on the upper part of the panel will often add to the sale value as well as the modernized idea.

A good printer's type book will give many practical suggestions for style of lettering. Two "musts" in character of letters are known as "Futura Black" and "Kabel Bold." Both caps and lower case are advisable—the caps for strong featuring, such as the words, "SPORT SHOP," in Fig. 140, page 18, and the lower case for legibility and longer captions. The best finish for the letters is opaque cold-water paint, changing the color of the letters to meet the dominant color scheme of the current display. The letters should be carefully constructed and finished to take cold-water paint, as noted under the subject of "Plywood Finishes" on page 2.

Hanging Panels

Hanging *plywood* panels offer a decorative touch that is different and exceptionally good for the open window background idea. In order to be most effective, these should be covered with patterned wall paper and finished with a cloth fringe and cord at the bottom.

LOCAL-BUILT DISPLAY FIXTURES

Figs. 98, 99, 100 and 101

Figs. 98 and 99 show narrow hanging panel ideas. Fig. 100 illustrates three *plywood* background pieces cut into artistic shapes to give a modern arrangement with two floor blocks used in combination for slightly lifting the merchandise above the main floor. The artistic design, Fig. 101, shows a one-floor-block arrangement with unusual cut-out panels on either side of the background design.

Fig. 102

Light *plywood* panels mounted in frames of light lumber are shown in Fig. 102. A border strip of wall paper is mounted across the five panels as illustrated, and double-action hinges are used in this, and in designs 103 and 104.

Figs. 103 and 104

Figs. 103 and 104 show the further use of *plywood* in light lumber frames and wall paper cut in pattern to give unusual artistic effects. In Fig. 104, use plain colored wall paper on the sides and small figured wall paper cut as illustrated in the center panel.

Permanent Screens

Permanent screens are illustrated in Figs. 105, 106 and 107. These are exceptionally good for handling a disarranged section of the interior. Attention is called to the use of adjustable shelves attached to the screens for the display and sale of small merchandise. The construction of these artistic background pieces is quite clear from our sketches. The size, of course, is governed by your display requirement. A touch of seasonable artificial foliage adds to the attractiveness of designs 101 and 106.

Color Contrast

"Colors stand in one of three relations to each other. They harmonize, contrast, or clash. In producing a display, it is sometimes desirable to have a strong contrast but at other times perfect harmony is desired. The

clash, of course, is never desirable. In making a study of color, be sure that color terms, such as hues, tints, shades and tones, are thoroughly understood. These elements are often wrongly used by men with years of experience.

"The warm colors—yellow, orange and red—are more stimulating, suggestive of activity, health, joy, anticipation. Red is the most exciting of colors. Yellow is the most cheerful.

"Cold colors—green, blue and purple—suggest restfulness, calmness and restraint. Blue and purple are the most subdued colors. Green is the most tranquil."

(—From our 16-page booklet, "Display Signs with Douglas Fir Plywood," page two. Write for it; it's free for the asking.)



LEO

July 22 to August 22

July 25—Occupation Day in Puerto Rico.

July 25—1943—Mussolini "resigns."

July 26—1788—New York, 11th State admitted to Union.

July 27—1868—Alaska organized.

Aug. 1—1914—Beginning of first World War.

Aug. 1—1876—Colorado, 38th State admitted to Union.

Aug. 7—1927—U. S. - Canada Peace Bridge dedicated.

Aug. 10—1821—Missouri, 24th State admitted to Union.

Aug. 10—1874—Herbert Hoover, 31st President, born.

Aug. 12—1898—Peace declared between U. S. and Spain.

Aug. 13—Occupation Day in Philippines.

Aug. 14—1941—Atlantic Charter framed by Roosevelt and Churchill.

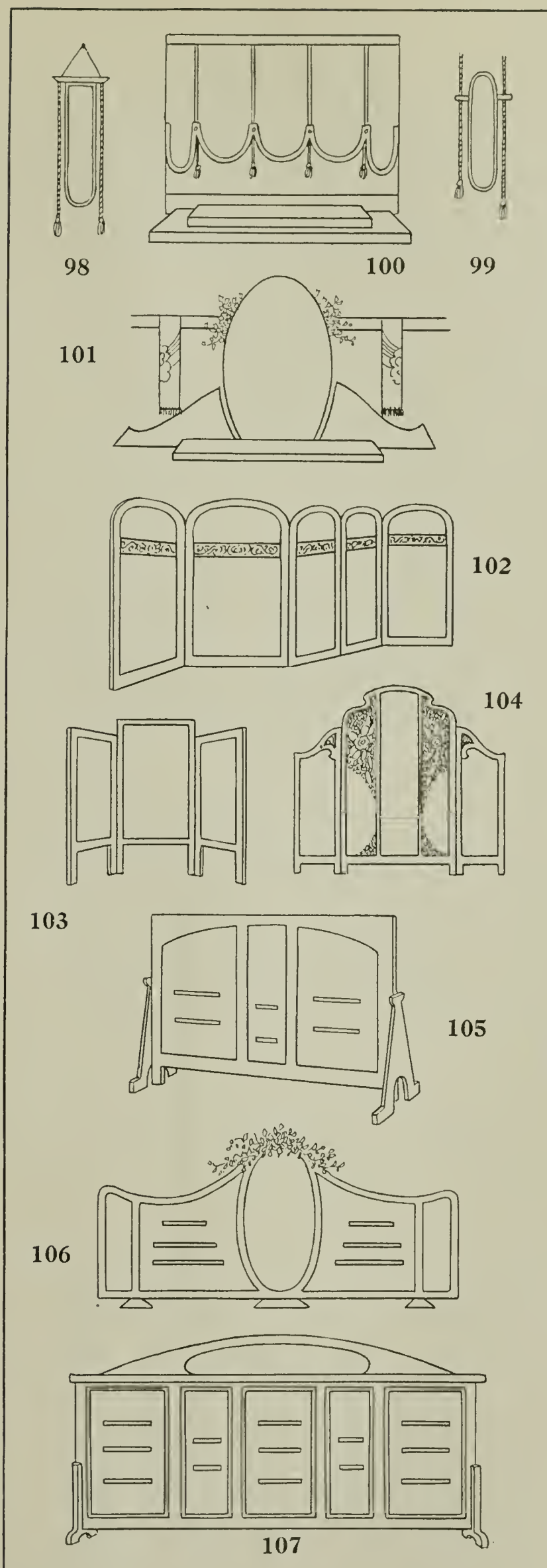
Aug. 15—1914—Panama Canal opened.

Aug. 18—1943—Allies complete conquest of Sicily.

Aug. 19—1942—Dieppe Commando Raid.

Aug. 20—1833—Benjamin Harrison, 23rd President, born.

Aug. 21—1943—Allies Occupy Kiska (Aleutian Islands).



WITH DOUGLAS FIR PLYWOOD

A Postwar Problem

One of the postwar problems of 1918-19 was revealed in the song title, "How're You Going to Keep 'Em Down on the Farm After They've Seen Paree?" History repeats itself but the gender has changed. Pertaining to the Waves, Wacs, Marines, Spars and Wasps, "How're You Going to Get Them Back in the Kitchen"—after they've done such a splendid service in the uniform of Uncle Sam. Experts agree and statistics reveal that you are not going to get 100% back. The display manager's job offers just the civilian opportunity many are looking for.

Give a bright woman, especially one that has studied interior decorating for the home, a standard set of *Douglas Fir Plywood* pieces such as the *plywood* dis-



VIRGO

August 22 to September 23

Aug. 22—1942—Brazil declares war on Germany and Italy.

Aug. 25—1346—Cannon first used.

Sept. 1—1939—Germany invades Poland.

Sept.—(First Monday)—Labor Day.

Sept. 3—1939—Great Britain and France declare war on Germany.

Sept. 3—1939—Liner Athenia torpedoed; 142 lives lost.

Sept. 3—1943—Allies invade Italy.

Sept. 6—Lafayette Day.

Sept. 8—1943—Italy surrenders.

Sept. 9—1850—California, 31st State admitted to Union.

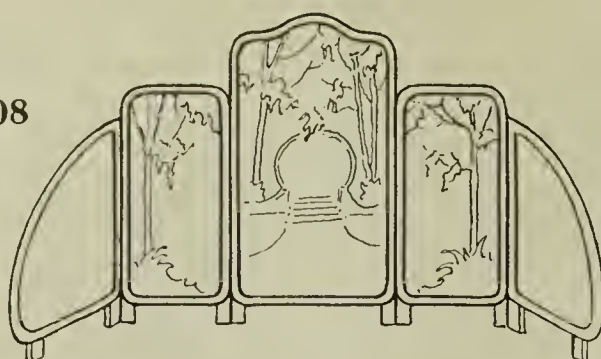
Sept. 10—1943—Germans seize Rome.

Sept. 15—1857—William Howard Taft, 27th President, born.

Sept. 16—1919—American Legion incorporated by act of Congress.

Sept. 17—Birthday of "Old Glory." Constitution Day.

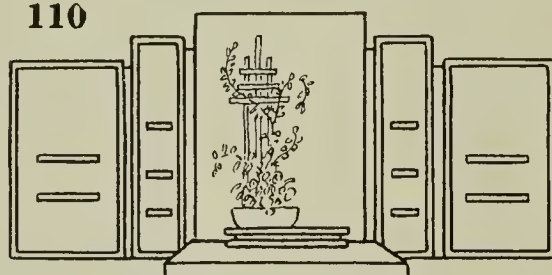
108



109



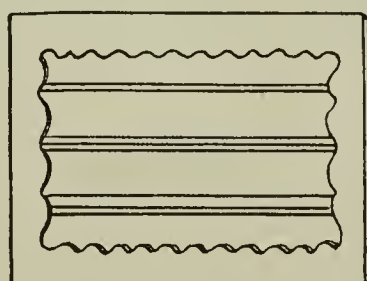
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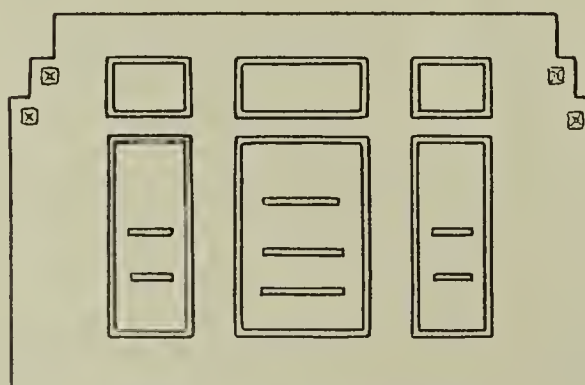
111



112



113



play block and background set described on pages 10 and 11, a number of cut-out letter sets, a strong boy for an assistant, and watch her "go places" in changing a store's physical appearance for the better.

A New York City survey discloses that women do most of the retail buying in 12 important fields, even including men's merchandise. Their purchases will at least double and sometimes treble men's purchases in all lines but Hardware and Automobiles. Even before the war there was an increased demand for women on the display staffs of the leading stores.

TYPE OF STORE:	PERCENT OF PURCHASES	
	BY MEN	BY WOMEN
Drug Store	23%	77%
Department Store	18	82
Grocery Store	19	81
Silks	2	98
Pianos	22	78
Leather Goods	33	67
Automobiles	59	41
Hardware	51	49
Electrical Supplies	20	80
Jewelry	25	75
Men's Socks	20	80
Men's Neckwear ..	37	63

One important member of the Retail Dry Goods Association expressed his ideas about women display workers in the following: "They help give that feminine touch to our displays and have good display sense in combining merchandise and related lines."

There is a golden opportunity in future planning for good display men, in the postwar development of retail stores. Who should know more about traffic flow, relative importance of departments, value of open displays, lighting, air conditioning, and modern store signs, than the display manager? The future has bright opportunities for alert display men and women in the origination of modern design for future store use.

LOCAL-BUILT DISPLAY FIXTURES

Novelty Features

Figs. 108 and 109 show light *plywood* panels built in plain picture moulding with round corners, carrying poster-style designs. Notice that the designs on on this page are equipped with adjustable shelves held in place with dowel pegs. Artificial foliage on a wood strip trellis is used in Fig. 110. Fig. 112 is a shadow box cut from large pieces of *plywood*, with fluorescent lights behind, on each side. Such a design may be made as large as the window, to fit against the glass. Fig. 113 shows one large piece of heavy *plywood* notched at the top as illustrated. Shelves are mounted directly on the *plywood* and picture moulding is used to secure six panel effects.

Floor Plans and Patterns

The floor plans shown below Figs. 111, 117 and 119, help give an understanding of the construction arrangement.

The use of cut-out letters is suggested in display pieces, Figs. 117 and 118, although not illustrated.

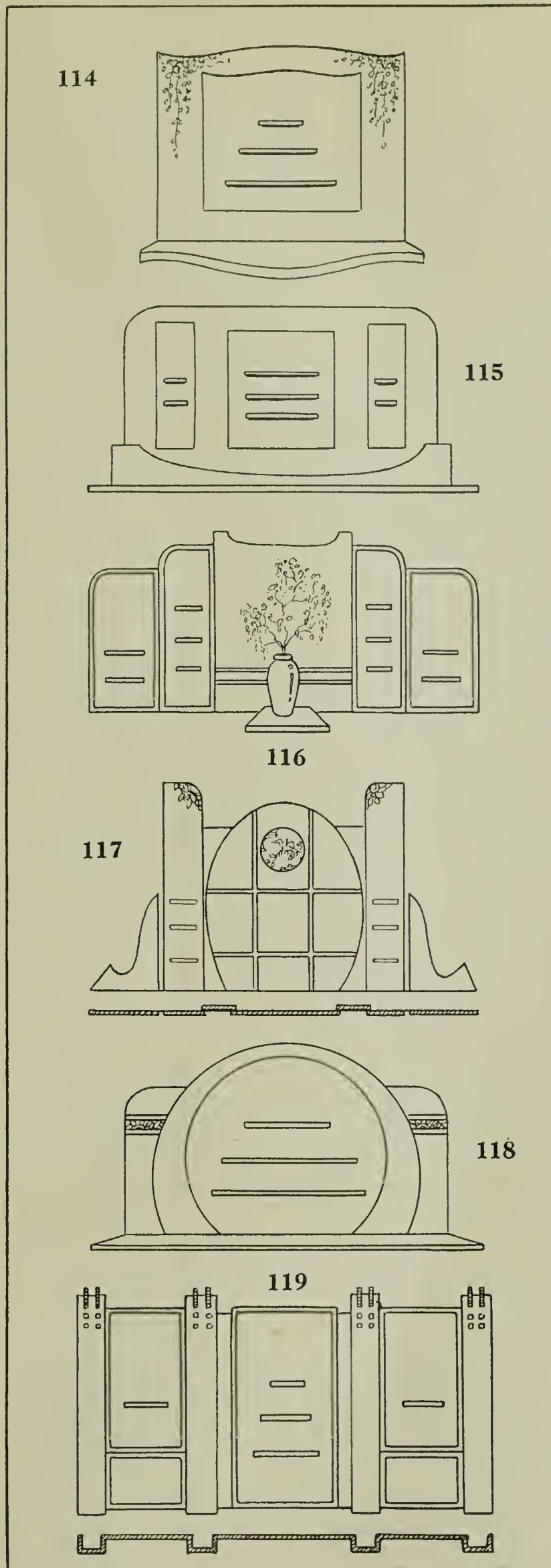
Corrugated paperboard patterns cut out with a razor blade will help you secure an artistic size for your available display space.

Note the graduated width in the construction of the shelves suggested in Figs. 118 and 119.

Dramatized Display Arrangement

The important mission of the show window is to bring the customer into the store, as authorities claim that 75% of all merchandise bought is not actually needed when purchased.

Dramatization of the products displayed in the spirit of showmanship is the main theme with those who produce profitable windows. Make the window interesting, instructive, suggestive, inviting, persuasive, through a definite message.

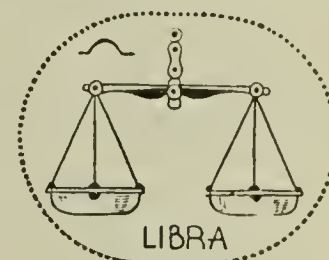


Use the four principles of salesmanship, namely, Attention, Interest, Desire and Action, in order to quickly influence the passer-by.

Every merchant should be able to answer the following questions with respect to his store:

1. How many people pass the store?
2. How many stop to look in the windows?
3. How many come into the store?
4. How many buy one or more items?

If very few people stop to look at the windows, then there is something wrong with the window displays.



LIBRA

September 23 to October 23

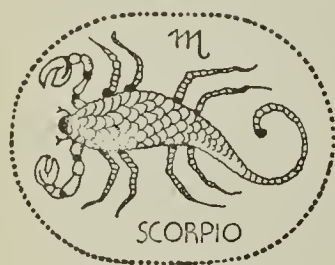
- Sept. 23—Autumn begins.
- Sept. 26—1918—Battle of the Meuse.
- Sept. 27—1939—Warsaw surrenders.
- Sept. 27—1940—Germany, Italy and Japan sign triple alliance.
- Sept.—(Fourth Friday)—American Indian Day.
- Sept. 30—1918—Bulgaria surrenders.
- Oct. 1—1943—Allies take Naples from Germans.
- Oct. 4—1822—Rutherford B. Hayes, 19th President, born.
- Oct. 5—1830—Chester A. Arthur, 21st President, born.
- Oct. 9—1943—Anniversary of Chinese Republic. Generalissimo Chiang Kaishek becomes President.
- Oct. 11—1890—D. A. R. organized.
- Oct. 12—Columbus Day.
- Oct. 13—1943—Italy declares war on Germany.
- Oct. 13—1792—Cornerstone of White House, Washington, D. C., laid.
- Oct. 15—1874—Lincoln Monument dedicated.
- Oct. 18—Alaska Day in Alaska.

WITH DOUGLAS FIR PLYWOOD

Postwar Planning

Modern design will be the rule for show window construction and the arrangement of the first floor of progressive stores. Many stores are planning to install or have already installed open front display windows, and there are many good reasons for doing so.

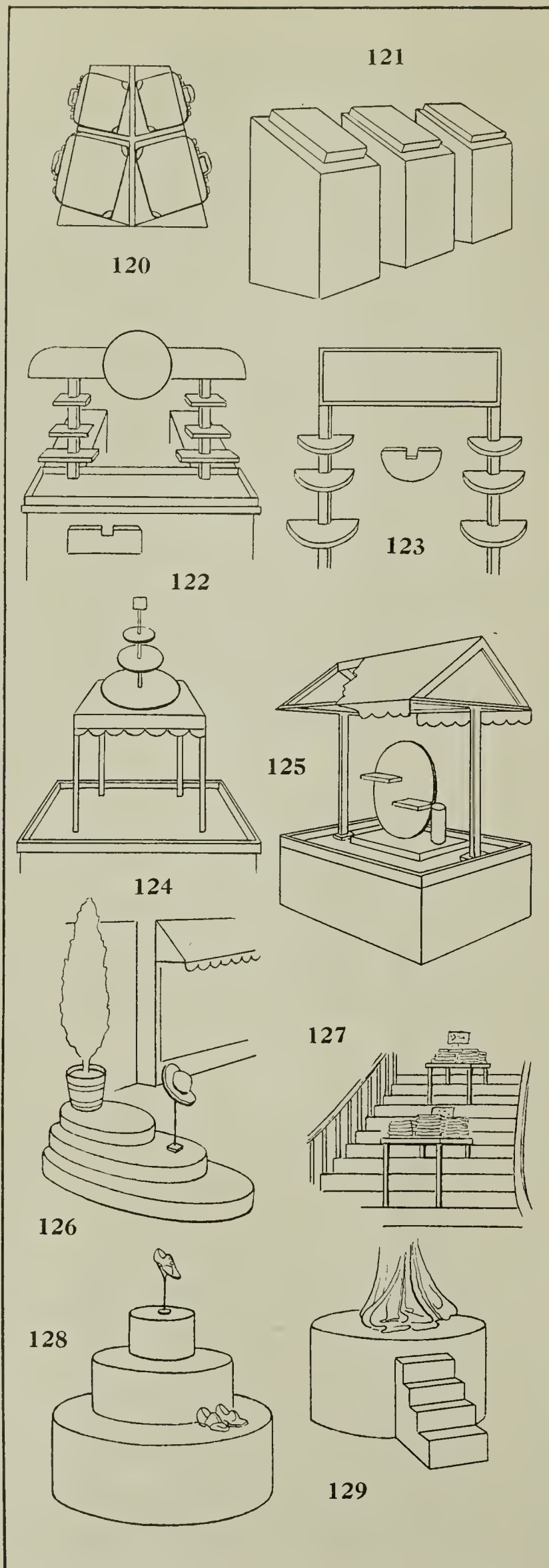
Seasonal shops, built of *Douglas Fir Plywood* will no doubt be a feature of the upper floors. These will include such departments as the Beach Club, Bridge Shop, Cotton Shop, Dog's Toggery, Fortune House, Kitchen



SCORPIO

October 23 to November 23

- Oct. 25—1854—"Charge of the Light Brigade."
- Oct. 27—1858—Theodore Roosevelt, 26th President, born.
- Oct. 28—1940—Italy invades Greece.
- Oct. 28—1886—Statue of Liberty unveiled.
- Oct. 29—1942—"Alcan" Highway—U. S. to Alaska—completed.
- Oct. 30—1735—John Adams, 2nd President, born.
- Oct. 31—1864—Nevada, 36th State admitted to Union.
- Oct. 31—Hallowe'en.
- Nov. 2—1795—James K. Polk, 11th President, born.
- Nov. 2—1865—Warren G. Harding, 29th President, born.
- Nov.—Election Day (first Tuesday after first Monday).
- Nov. 2—1889—North Dakota, 39th State admitted to Union.
- Nov. 2—1889—South Dakota, 40th State admitted to Union.
- Nov. 7—1942—U. S. Forces land in North Africa.
- Nov. 8—1889—Montana, 41st State admitted to Union.
- Nov. 11—Armistice Day.
- Nov. 11—1889—Washington, 42nd State, admitted to Union.
- Nov. 16—1907—Oklahoma, 46th State admitted to Union.
- Nov. 19—1831—James A. Garfield, 20th President, born.
- Nov. 21—1943—Battle of Tarawa. U. S. Marines assault in Marshall Islands.
- Nov. 21—1789—North Carolina, 8th State admitted to Union.



Corner, Linen Shop, Riding Club, Ski Shop, Sandalette Shop, Sport Shop, South Shop and Thrift Avenue.

Permanent fixture *plywood* designs may include a Button and Notion Bar, Close-Out Corners, Bargain Basement, Hair Dressing Shop, and Television, Radio and Record Shops.

Every large store will want a suitable auditorium, easily built in with *Douglas Fir Plywood*, for amusement and educational features and demonstrations. Big stores will continue to vie with each other in giving the public unusual programs.

Elaborate itinerant exhibits are being routed from city to city exclusively for one store in a community through a central headquarters. A monthly program of store features can be advertised well in advance.

More demonstrators than ever will have exhibits in the main traffic flow aisles. All of these features will have an increased use for *Douglas Fir Plywood*, the ideal wood of many uses.

Figs. 120 to 125, incl.

Floor display fixtures made of *Douglas Fir Plywood*, are illustrated in Figs. 120 to 125. Fig. 120 is used by the Eastern Outfitting Co., Portland, Oregon. Fig. 121 is one of a series of low units for displaying wall paper patterns as used by B. Altman & Co., New York. Various center aisle and wall treatments are sketched in the remaining designs which are clear in construction detail without further comment.

Figs. 126 to 129, incl.

Figs. 126 and 129 are built for the ladies' garment floor to get greater height to garments when displayed on manikins. Design 126 is a Wanamaker, New York, design. Fig. 127 illustrates a unique method used by Theo. J. Swan Co., Elgin, Ill., for making merchandise display tables with *plywood* tops to utilize space on a wide staircase. Small, self-contained, easily selling items are good for showings of this character.

LOCAL-BUILT DISPLAY FIXTURES

Store Column Fixtures

Store column fixtures for various merchandise department displays are sketched in Figs. 130 to 135, inclusive. The idea for an awning top finish (Fig. 130) is taken from a store column display built for Lane Bryant, New York. Fig. 131 shows the column platform divided by *Douglas Fir Plywood* panels for a merchandise showing on either side of the column. Graduated heights are used in the platform shown in Fig. 132 as placed by James McCreery & Co., New York, who also produced Fig. 134, as used in their "Sandalette Shop." Fig. 135 shows store columns with *plywood* cut-outs for accommodating four mirrors.

Merchandise Dividers

Merchandise dividers, Figs. 136, 137 and 138, are extensively used for window display, counter sales, and for a separation of grades. Fig. 136 was used by Peck & Peck, New York, for dividing men's garments on display in the window. No. 137 is a sketch of a counter design, and No. 138, a wide lower-shelf plan used by Money-Back, Oakland, Calif., Goldblatt's Self-Service Stores, Chicago, Ill., and L. Bamberger Co., Newark, N. J.

A Basis for Merchandise Selection

Chain stores make especially good use of counter displays. The displays are changed periodically—from every week to every three weeks. Merchandise is not allowed to stay on the counter after it has lost its interest by over display in point of time.

Counter displays are now used extensively by department stores, drug stores, hardware stores, jewelry stores and grocery stores.

In the following we list a number of reasons why merchandise is selected for counter display purposes.

1. It is newly received or unusually attractive merchandise.

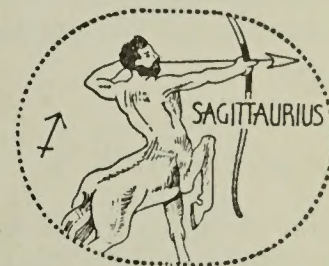
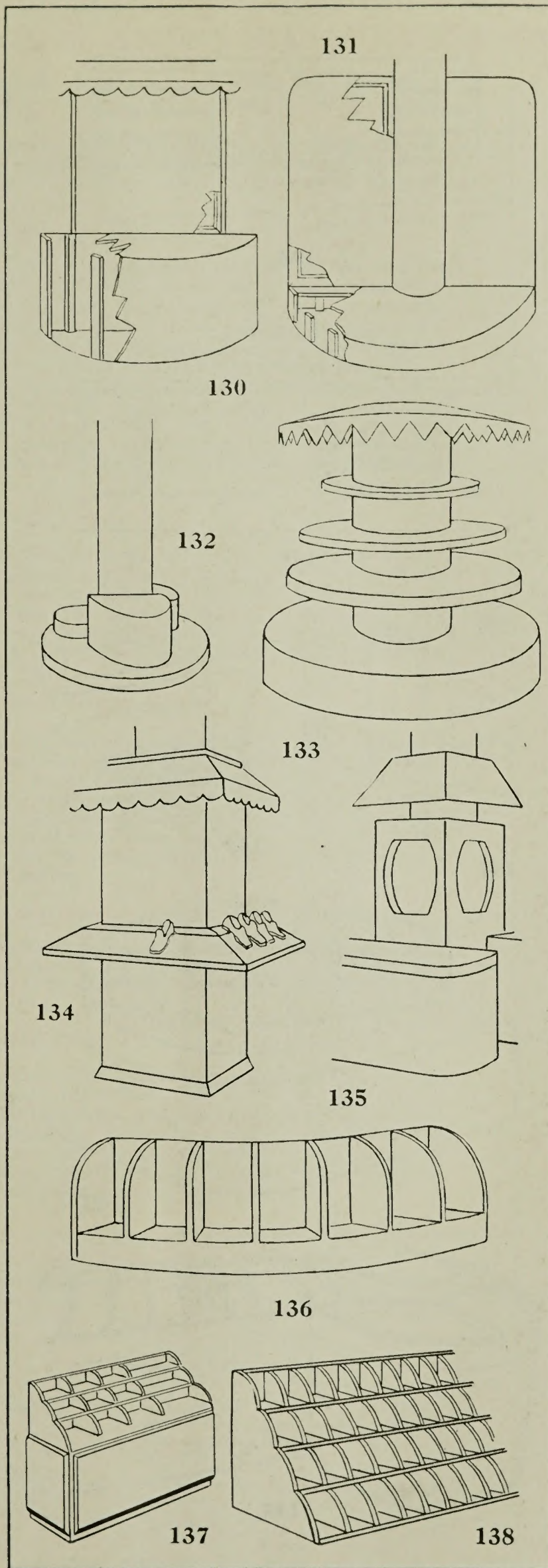
2. It is seasonable and novelty merchandise with an extra high profit.

4. It is merchandise that the dealer has a strong incentive to push, such as goods that have been overstocked, or slow-selling merchandise.

4. It is invariably small in size and of a character that enables the merchant to keep the regular stock on the counter, thereby saving time of sales people in handling customers.

5. It is merchandise that is bought mainly on impulse rather than because of sober calculation.

6. It is merchandise out of the usual line associated with the store and which, therefore, requires unusual display in order to inform the shopper that such goods are being carried.



SAGITTARIUS

November 22 to December 21

Nov. — Thanksgiving Day (last Thursday).

Nov. 23—1804—Franklin Pierce, 14th President, born.

Nov. 24—1784—Zachary Taylor, 12th President, born.

Dec. 2—1823—Monroe Doctrine propounded.

Dec. 3—1766—Barbara Frietchie born.

Dec. 3—1818—Illinois, 21st State admitted to Union.

Dec. 5—1782—Martin Van Buren, 8th President, born.

Dec. 7—1941—Japanese attack Hawaii. Pearl Harbor Day.

Dec. 7—1787—Delaware, 1st State admitted to Union.

Dec. 10—1817—Mississippi, 20th State admitted to Union.

Dec. 11—1816—Indiana, 19th State admitted to Union.

Dec. 12—1787—Pennsylvania, 2nd State admitted to Union.

Dec. 14—1819—Alabama, 22nd State admitted to Union.

Dec. 16—1773—Boston Tea Party.

Dec. 17—1903—First airplane flight of Wright brothers.

Dec. 18—1787—New Jersey, 3rd State admitted to Union.

WITH DOUGLAS FIR PLYWOOD

Displays for Impulse Buying

Most interior displays and many window displays are designed to encourage impulse buying—a factor of such importance that it is being carefully analyzed by retailers. Authorities divide all buying into two general classifications:

Demand buying, which is decided in advance.

Impulse, or reminder buying, which is decided right in the store.

Present day retail merchandising concerns itself with both classes of purchasing, although in recent years, progressive stores have recognized that impulse purchasing has been growing in importance, and have made their plans in regard to display accordingly.

Fig. 139

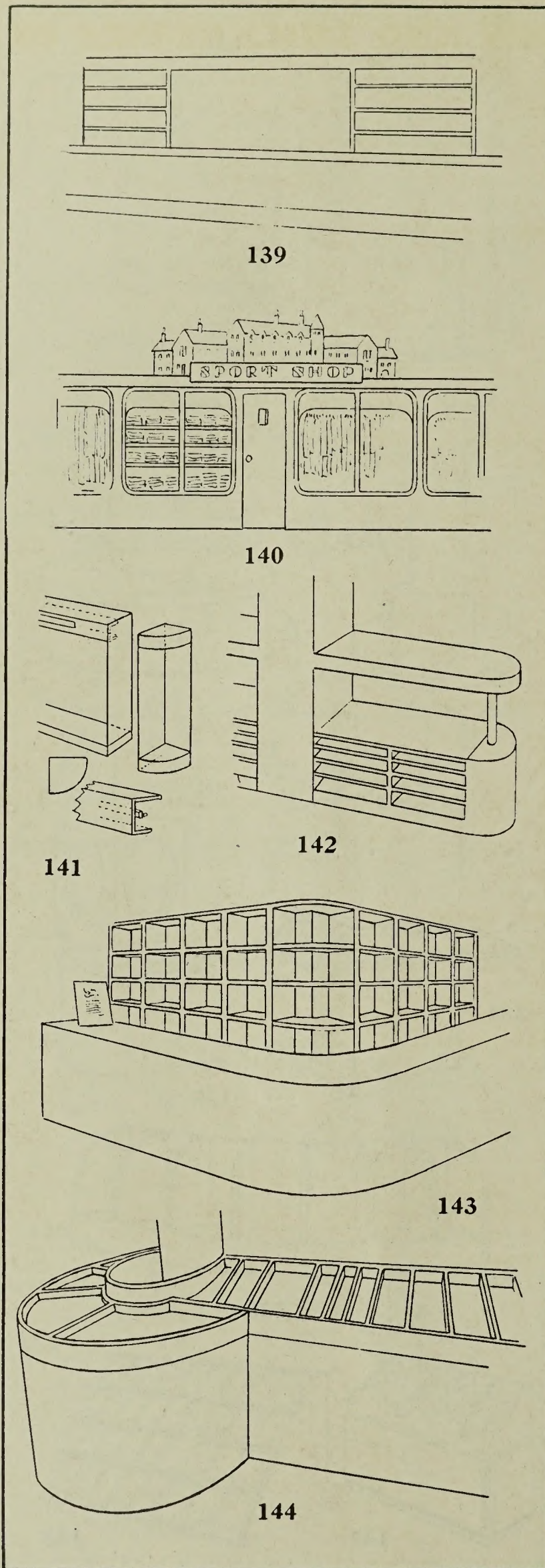
Similar designs, as illustrated in Fig. 139, used for featuring notions and button bars are used by Gimble Bros., New York. The Gimble bars have an overhead piece as shown in Fig. 139 and cut-out letters fitted in this space to give a semi-shadow box effect. Shadow boxes built in the main section of the counter offer added display advantages.

Fig. 140

Fig. 140 pictures the front of a built-in "Sport Shop." A splendid use of cut-out letters in Futura Black type style is made in the *plywood* outline of this clubhouse design. Shops of this character will, no doubt, be used in "Thrift Avenues" on the upper floors of the modernized stores, as they have proved their worth in past and present day use.

Shadow Box Construction

Fig. 141 shows one method of constructing shadow box space for the placing of cut-out letters. Note the *plywood* reflector for



the fluorescent lighting tube and the rounded corner piece of curved *plywood* in the end shadow box show case.

Figs. 142 and 143

Figs. 142 and 143 show department shelving fixtures built around store columns. The *plywood* top of Fig. 142 offers space for a shadow box cut-out letter design, and Fig. 143 is almost identical with the department for selling and display of handkerchiefs, as used by the May Co., of Denver, Colo.

Fig. 144

A Sewing Bar built around a store column utilizing *plywood* for the main construction work is illustrated in Fig. 144—a creation of B. Altman & Co., East Orange, New Jersey. Self-service bins of the character illustrated were also used by the Greely Dry Goods Co., in the Boys' Sox Bar, the Women's Anklet Bar, and the Men's Shirt and Sox Bar.

Summary

The *Douglas Fir Plywood Association* is devoting much time and attention to practical and specialized guidance for the use of *plywood* in modern designing for retail stores. The illustrations in this book are not visionary sketches, but selected and tested designs that have proved their worth in answering retail display problems. *Douglas Fir Plywood*, that most useful of all woods, makes possible such modern designing for present and future use.

LOCAL-BUILT DISPLAY FIXTURES

SIZES, GRADES AND THICKNESSES OF PLYWOOD

Douglas Fir Plywood comes in stock panels up to four feet in width and eight feet in length and in thicknesses from $\frac{3}{16}$ " (which may be sanded to $\frac{1}{8}$ ") up to $1\frac{3}{16}$ ". Larger or odd sizes may be secured on special order.

There is a suitable grade and an economical thickness of Plywood for almost any use. Reproduced on this page are the official grade trade marks which are stamped on every panel manufactured by association mills in accordance with U. S. Commercial Standard CS45-42.

Plypanel Grade

Plypanel is a moisture-resistant type of Plywood as defined in CS45-42 and intended for interior use. **APPEARANCE:** SOUND TWO SIDES (SO-2-S)—This grade presents a smooth, sound surface on both sides. The faces may be of one or more pieces of smoothly cut veneer. If of more than one piece they will be well joined and reasonably matched for grain and color. **SOUND ONE SIDE (SO-1-S)**—This grade has one face like that in SO-2-S panel. The back may contain certain specified characteristics, and is intermediate in quality between back of Plywall and back of SO-2-S. Moisture-resistant glue. **USES:** To be used for finest appearance needs, especially for surfaces which are to be finished natural, or lightly stained. If both surfaces are exposed to view "*Plypanel SO-2-S*" should be specified. If but one surface is to be exposed, as in shelving, counters or window backgrounds, "*Plypanel SO-1-S*" should be specified. (See table of stock thicknesses and sizes below.)

Plywall Grade

Plywall is a moisture-resistant type of Plywood as defined in CS45-42 and intended for interior use. **APPEARANCE:** One face is equal to a "Sound-2-Sides" panel (See *Plypanel*), while the back may contain knots, pitch pockets, splits, etc., that will not interfere with the serviceableness of the panel. **USES:** The most popular grade for wall covering, backgrounds, ceilings, partitions and wherever only one face is to be exposed. For surfaces that are either to be painted or papered or to have a natural or stain finish in which minor blemishes will not be of serious consequence.

Plyscord Grade

Plyscord is a moisture-resistant type of Plywood as defined in CS45-42 and intended for interior use or for temporary exterior use such as a temporary protective fence during building or remodeling. **APPEARANCE:** Panels in this grade have two unsanded, utility faces, but one of them has all large open defects patched. **USES:** These panels are unsanded and of great strength and rigidity, suitable for structural, rather than appearance, uses. Ideal for subflooring under linoleum or other finish floors, for framing of exhibits which are to be covered, for packing boxes, for protective fences during remodeling, for backing for any types of finish walls and ceilings.

Plyform Grade

Plyform is intended primarily for concrete construction uses and is manufactured with special highly water-resistant glues and intended for multiple reuses (although not for permanent exposure to the weather.) **APPEARANCE:** This grade is comparable in appearance with "*Plypanel Sound-2-Sides*."

Exterior Type

The Exterior type of Douglas Fir Plywood is the highest type available made with hot-pressed synthetic resin adhesive in accordance with CS45-42. **APPEARANCE:** Exterior type Douglas Fir Plywood is available in several appearance grades which are practically identical with those listed above, i. e., *Sound-2-Sides* (See *Plypanel*); *Sound-1-Side*; *Industrial or Sheathing* (See *Plyscord*). **USES:** For permanent exterior uses, such as exposed siding, for stores and shops; for outdoor signboards, for outdoor displays; for truck signs; for outdoor furniture; and wherever a permanently waterproof material is required.

Table of Sizes and Thickness of Stock Panels

PLYPANEL Width	PLYWALL Width	PLYSCORD Width	EXTERIOR Width	PLYFORM Width
24", 30", 36" and 48".	48".	36" and 48".	From 12", increasing by 2" units to 30"; also 36", 42" and 48". Except Sheathing grade EXT-DFPA, 48" only.	36" and 48".
Lengths	Lengths	Lengths	Lengths	Lengths
60", 72", 84" and 96".	60", 72", 84" and 96".	96".	48", 60", 72", 84" and 96", except Sheathing grade EXT-DFPA, 96" only.	60", 72", 84" and 96".
Thicknesses	Thicknesses	Thicknesses	Thicknesses	Thicknesses
$\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ " (3-ply Sanded, 2 Sides); $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ " (5-ply Sanded 2 Sides).	$\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ".	$\frac{5}{16}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{8}$ ".	$\frac{3}{16}$ " (3-ply Sanded 2 sides), increasing by $\frac{1}{16}$ " thicknesses to $1\frac{3}{16}$ ", 7-ply. Except Sheathing grade EXT-DFPA is available only in $\frac{5}{16}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " or $\frac{3}{4}$ " (Unsanded); and except EXT-DFPA Concrete Form Panel is available only in $\frac{5}{8}$ " and $\frac{3}{4}$ " (sanded 2 sides).	$\frac{1}{2}$ ", $\frac{9}{16}$ ", $\frac{5}{8}$ " and $\frac{3}{4}$ ". Also $\frac{1}{4}$ " (form liner).

(Larger or odd size panels may be secured on special order)

OFFICIAL GRADE TRADE MARKS



This mark is stamped on the back of every genuine PLYWALL panel.

PLYPANEL D.F.P.A.

These words appear on the edge of every genuine PLYPANEL grade panel.



This stamp appears on the face of every genuine PLYSCORD grade panel.

EXT. - D.F.P.A.

These words appear on the edge of every panel of genuine EXTERIOR type Douglas Fir Plywood indicating that it is suitable for permanent exterior use.



This stamp appears on the face of every genuine PLYFORM panel.

